



Love it or hate it, we are a nation with a longtime addiction to a quick burger and fries. Fast-food restaurants have become ubiquitous features of the American landscape, and super-sizing is not an unfamiliar concept to anyone these days. This is why the characters and everyday situations of the comic LUCKY COW feel so familiar. The humor of the fast-food, minimum-wage experience has revealed itself to everyone at some point or another, whether we've encountered it in front of the cash register or behind it. Get to know the LUCKY COW family – they're sure to become favorites in a fast-food minute!

About the Creator

Mark Pett's desire to be a cartoonist started when he was 8 years old. At the age of 9, he submitted his first comic strip to The Salt Lake Tribune. (Sadly, the paper rejected it – they accepted only syndicated material.) In high school, Mark's caricatures of his teachers won him the admiration of his peers. Mark's college years were spent at the University of Pennsylvania, where the satisfaction of turning in a poignant cartoon of his linear algebra professor more than made up for the "F" he received on his transcript.



feature type

comic strip

frequency

7x / week

delivery methods

FTP, UClick®

audience

wide appeal

LUCKY COW™

After graduating in 1992 with a degree in philosophy, Mark traveled to Prague to spend a year teaching English and "skewering Czech political figures" as an editorial cartoonist. His travels then took him to rural Mississippi, where he spent two years as a sixth-grade public schoolteacher. Mark's experiences later inspired "Mr. Lowe," his syndicated comic strip about a novice teacher overwhelmed by his students.

In 1996, he went back to Utah and made his living as a free-lance cartoonist. His editorial cartoons appeared in both The Salt Lake Tribune and The Deseret News. In 1998, the Society of Professional Journalists named him Utah's most outstanding editorial cartoonist.

Mark Pett has returned to the Mississippi Delta, where he lives with his schoolteacher wife, Tiffany, and their dogs, Lula and Catfish.

Meet the Crew

GARY: Gary loves being the manager of Lucky Cow franchise #12,384. A single father raising two kids and a dog, he doesn't understand why his daughter Clare doesn't share his enthusiasm for customer service.



CLARE: Teenaged Clare resents being "forced" to work at Lucky Cow for spending money. It infuriates her that, while she gets zits from flipping burgers and draining grease traps, other girls get cell phones and credit cards.

JORGE (A.K.A. "ELVIN"): Bitter from a dot-com layoff and worthless stock options, Elvin now works as assistant manager at Lucky Cow. He injects his cynicism into conversations with customers and co-workers alike.



LETICIA: Leticia took a job at Lucky Cow to make money for college. An avowed vegetarian, she serves as a moral compass and voice of reason for co-worker Clare.



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