



feature type
comic strip

frequency
7x / week

delivery methods
FTP, UClick®

target audience
"Tweens" (9- to 12-year-olds),
or anyone who remembers
what it was like to be this age!

Remember those transitional years between childhood and adolescence – the days when you were playing on the swing set one minute, and daydreaming about the fifth-grade love of your life the next? This is the life of Teena Keene – almost 11 years old, a fifth grader and a good student. She's an avid inline skater and not quite ready to give up her dolls. But makeup and boys, particularly Gordo Brandt, are beginning to vie for her attention. Teena teeters between child and budding teen, and enjoys being a little of both.

Right now, "tweens" (9- to 12-year-olds) are a huge audience – and this is the just the comic strip for them! According to Entrepreneur magazine, "Tween purchasing dollars number in the billions – and that's before tacking on the additional billions' worth of influence these kids exercise over household expenditures."

This is the audience you'll be drawing to your Web site with the daily adventures of Teena and her best friend Sabra Naomi "Stick" Klein. Other characters add to the mix, too – like Jeri, Teena's attitude-filled older sister, Gordo Brandt, the love of Teena's life, and Guy, Jeri's boyfriend and Gordo's brother. Tweens – and anyone who remembers being a tween – will enjoy the true-to-life humor of "PreTeena"!

About the Creator:

At age 2, Allison Barrows drew her first comic characters: hundreds of happy faces inside the closets of her parents' home. By 3, she graduated to drawing perfectly proportioned people - with bird beaks. By 6, she created her first comic strip, "Clifford," about a boy and his urbane talking dog who did homework instead of eating it (she still kind of likes that idea).

Allison went on to major in advertising at the Paier College of Art in Hamden, Conn. There she also met her future husband, illustrator Romas Kukalis. After graduation, they moved to Manhattan to pursue their careers, which, for Allison, was a dreary exercise in retail and catalog advertising.

The couple eventually returned to Connecticut, where Allison worked as advertising copy chief for a department store chain before moving to The Hartford Courant as an artist and designer. During this time, she won the first of several awards for her work. She also created her first published comic strip, "Friends Fatales," which appeared in several weeklies and in special sections of the Courant. Allison has written and illustrated two children's books, "The Artist's Model" and "The Artist's Friends" (Carolrhoda, Inc.). Thrilled as she was, she returned to her true passion - comic strips.

"PreTeena" was born when Allison rediscovered, in a pile of papers, a children's book idea she'd developed. She thought it would make a good comic strip, and Universal Press Syndicate agreed, launching "PreTeena" in 2001.

Allison's greatest comic strip influences have been "Peanuts," "B.C.," "Andy Capp," "Doodles," "Calvin and Hobbes" and the brilliant panel cartoonists in The New Yorker and Playboy.

The cartoonist and her husband and two children, Alexandra and Guyon, live in Keene, N.H.



4520 Main Street, Suite 500
Kansas City, MO 64111-7700

voice: 816 300 6500

fax: 816 300 6504

email: sales@uclick.com

www.uclick.com

An Andrews McMeel Universal Company

PreTeena
BY ALLISON BARROWS