



BY Tom Wilson

ABOUT TOM



TOM WILSON HAS BEEN DRAWING ZIGGY SINCE 1987. IT SEEMS TO COME VERY NATURALLY TO TOM, WHOSE FATHER CREATED THE CARTOON AND WHOSE FAMILY INCLUDES MANY ARTISTS. EVEN HIS SCHOOL-AGE CHILDREN, MILES AND SAM, ARE SHOWING A TALENT FOR ART.



TOM STUDIED GRAPHIC DESIGN AT MIAMI UNIVERSITY AND FINE ART AND ILLUSTRATION AT BOSTON UNIVERSITY.

TOM GRADUATED IN 1981 AND SOON AFTER BECAME THE DIRECTOR OF NEW PRODUCT DEVELOPMENT FOR AMTOY, A NEW YORK CITY-BASED TOY COMPANY.

AFTER LEAVING AMTOY, TOM DEVOTED HIS FULL ATTENTION TO CARTOONING AND FULFILLED HIS CHILDHOOD DREAM OF DRAWING ZIGGY. HE PURSUES HIS ONGOING PASSION FOR CREATIVE DEVELOPMENT AS PRESIDENT OF ZIGGY & FRIENDS, INC., WHERE HE DIRECTS ZIGGY LICENSING, AND AS A CREATIVE CONSULTANT FOR PRODUCT DEVELOPMENT AT RICHARD SAUNDERS INTERNATIONAL, A WORLD-RENOWNED CREATIVE THINK TANK IN CINCINNATI, OHIO.

TOM ALSO FOUNDED CHARACTER MATTERS, A COMPANY THAT SPECIALIZES IN CREATING AND DEVELOPING ORIGINAL CHARACTERS AS IDENTIFIABLE ILLUSTRATIONS FOR EFFECTIVELY COMMUNICATING SPECIFIC BRANDS, PRODUCTS, OR SERVICES.

ZIGGY FIRST APPEARED IN NEWSPAPERS IN JUNE 1971. TOM WILSON OF CINCINNATI, OHIO, HAS DRAWN AND WRITTEN ZIGGY SINCE 1987, AFTER THE RETIREMENT OF HIS FATHER, THE SENIOR TOM WILSON, WHO FIRST CREATED ZIGGY AS A GREETING CARD CHARACTER. NOW DISTRIBUTED THROUGH UNIVERSAL PRESS SYNDICATE, A DIVISION OF ANDREWS MCMEEL UNIVERSAL, ZIGGY IS PUBLISHED IN MORE THAN 600 NEWSPAPERS, REACHING 75 MILLION READERS DAILY, AND MAINTAINS AN ONLINE PRESENCE THROUGH WWW.ZIGGYZONE.COM AND WWW.UCLICK.COM.

MEDIA CONTACT:

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ZIGGY: UNIVERSAL APPEAL

ZIGGY'S PHILOSOPHY



IN THE GREAT TRADITION OF BEN FRANKLIN, WILL ROGERS, AND FORREST GUMP, ZIGGY HAS HIS OWN HOMESPUN PHILOSOPHY. HE IS EVERY PERSON THE BEST PART OF US ALL THAT HARBORS WARM FEELINGS AND GOOD INTENTIONS BUT SOMETIMES GETS STEPPED ON BY A HEEDLESS WORLD.

ZIGGY BELIEVES IN SANTA CLAUS, THE EASTER BUNNY, AND THE TOOTH FAIRY. ON VALENTINE'S DAY, HE REMAINS THE HOPEFUL ROMANTIC. FOR THANKSGIVING, HE INVITES A LIVE TURKEY TO DINNER.

THOUGH HE MAY APPEAR SOMEWHAT UNSOPHISTICATED, ZIGGY IS NEVER FOOLED BY THE THINGS THAT REALLY MATTER. HE IS FRIENDLY AND EMPATHETIC, NEVER CYNICAL OR SARCASTIC. HE IS ALWAYS SUPPORTIVE, BELIEVING THAT WE'RE IN THIS TOGETHER.

HOW ZIGGY RELATES TO THE WORLD

ZIGGY STOPS TO SMELL THE ROSES. HE NOTICES THE SMALL THINGS THAT BUSY PEOPLE DO NOT. HE IS UNPRETENTIOUS, DOWN-TO-EARTH, AND UNMATERIALISTIC. ZIGGY DEFENDS ANIMALS, CHILDREN, AND ANYONE IN DISTRESS. HE LOVES MOTHER NATURE AND PROTECTS THE ENVIRONMENT. HE GRAPPLES WITH THE NOT-ALWAYS USER-FRIENDLY REALITY OF OUR FAST-PACED, HIGH-TECH WORLD AND REMAINS VIRTUALLY UNDAUNTED.

HOW THE WORLD RELATES TO ZIGGY

ZIGGY DOES WHAT WE DO AND FACES WHAT WE FACE. A PERSON CAN LOOK AT ZIGGY'S DAY AND THINK, AT LEAST MINE ISN'T THAT BAD! AND IF ZIGGY CAN DEAL WITH IT, THEN SO CAN I.

ZIGGY SUFFERS THE SLINGS AND ARROWS OF EVERYDAY LIVING, AND YET STILL GETS OUT OF BED EVERY MORNING, STILL REMAINS OPTIMISTIC, AND STILL CELEBRATES THE SIMPLE THINGS IN LIFE. ZIGGY NEVER GIVES UP. WHAT IS MORE COURAGEOUS THAN THAT?

WHEN ZIGGY COMMUNICATES, HE CONNECTS WITH PEOPLE. HE SPEAKS TO US AND FOR US, SHARING OUR FEELINGS. WHATEVER WE WANT TO EXPRESS HUMOR, FRIENDSHIP, LOVE, OR CONCERN ZIGGY SAYS IT IN A WAY PEOPLE RESPOND TO AND REMEMBER. HE IS AGELESS AND TIMELESS AND ALWAYS CURRENT. HE HAS TAKEN US THROUGH SMILEY FACES, MOOD RINGS, DISCOS, SUSHI BARS, AND BAD HAIR DAYS.

THERE IS NO DOUBT THAT ZIGGY WILL TAKE US INTO THE 21ST CENTURY WITH EQUAL FINESSE.

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ZIGGY: A SYMBOL OF OPTIMISM

A WORLD RENOWNED CULTURAL ICON FIRST INTRODUCED AS A COMIC STRIP CHARACTER IN 1971, ZIGGY IS THE UNIVERSAL SYMBOL FOR ENDURING OPTIMISM IN THE FACE OF ADVERSITY.



FEATURED DAILY AND SUNDAY IN OVER 600 NEWSPAPERS WORLDWIDE HIS STATUS AS A LOVABLE EVERYMAN INSPIRES UNIVERSAL APPEAL, AWARENESS AND AFFECTION AMONG KIDS AND ADULTS OF ALL AGES.

ZIGGY CONSISTENTLY COMMUNICATES THOUGHTS, FEELINGS OR EMOTIONS THAT GENERATIONS VALUE AND CONTINUE TO VALUE.

OVER 68 ZIGGY BOOKS PUBLISHED.

TELEVISED ANIMATION SPECIAL, *ZIGGY'S GIFT*, A TELEVISED ANIMATED CHRISTMAS SPECIAL, WON AN EMMY (1982).

ZIGGY IS POPULAR THROUGHOUT THE WORLD, ESPECIALLY IN JAPAN, EUROPE, AND LATIN AMERICA.

ZIGGY HAS VALUE BOTH AS A RETRO, NOSTALGIC CHARACTER AND AS A CONTEMPORARY CLASSIC AND INSPIRATION TO MILLIONS OF READERS EVERY DAY SERVING AS AN ISLAND OF HUMOR IN A SEA OF TROUBLE.

THE ZIGGY PHENOMENON

IN A MARKET WHERE CHARACTER PERFORMANCE PEAKS AND EBBS ALMOST SIMULTANEOUSLY, ZIGGY'S PERFORMANCE IS CONSISTENT.

AFTER 35 YEARS, ZIGGY CONTINUES TO BE VIEWED AS A HOPEFUL, WISE, AND LOVING HERO. TODAY OVER 100 MILLION READERS ENJOY ZIGGY THROUGH THE CARTOON PAGES OF MORE THAN 600 DAILY AND SUNDAY NEWSPAPERS, INCLUDING INTERNATIONAL.

BECAUSE ZIGGY IS SO BIG-HEARTED AND SINCERE, HE CONTINUES HIS INVOLVEMENT IN PHILANTHROPIC CAUSES. HE CAN BE FOUND ON POSTERS; MAILINGS; AND FUND-RAISING ITEMS FOR VOTER REGISTRATION, SUICIDE PREVENTION, BIKE SAFETY, AND A LATCH KEY PROGRAM FOR CHILDREN SPONSORED BY LOCAL HOSPITALS.

ZIGGY APPEARED ON THE LEUKEMIA COINBOARD FROM 1983 THROUGH 1995. THESE BOARDS HAVE COLLECTED UPWARD OF 1.3 MILLION DOLLARS IN QUARTERS ANNUALLY THAT ARE USED FOR RESEARCH AND EDUCATIONAL SUPPORT. ZIGGY IS CURRENTLY THE SPOKES CHARACTER FOR THE LEUKEMIA & LYMPHOMA SOCIETY.



ZIGGY HAS BEEN ON THE NATIONAL COMMITTEE FOR WORLD FOOD DAY SINCE 1984. HE APPEARS IN THE COMMITTEE'S PUBLIC SERVICE ADVERTISING CAMPAIGN EVERY OCTOBER IN VIRTUALLY EVERY MAJOR MAGAZINE IN THE COUNTRY, TOTALING 400 MILLION IMPRESSIONS EACH YEAR.

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