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## FOR IMMEDIATE RELEASE

COOL JERK Vol. 3: BIMBOOZLED to debut at San Diego Comic-Con International!

BIMBOOZLED — the long-awaited follow-up to 2007's COOL JERK Vol. 1: HODABEAST and 2008's COOL JERK Vol. 2: CHICKADOOWA — will make its worldwide debut at San Diego Comic-Con International July 21-25, 2010. Picking up where Vol. 2 left off, BIMBOOZLED is a must-have companion to HODABEAST and CHICKADOOWA in both design and content.

COOL JERK is a black-and-white newspaper-style comic strip created by Paul Horn, 42. It follows the diverse denizens of Spittle Beach, California, primarily wiseass hodad (and title character) Armpit Beachhead and his superior-in-every-way girlfriend Puppy Fizzgig as they battle the forces of stupidity, inanity, pop-culture horror and the banality of day-to-day life.

COOL JERK ran in the *Reno Gazette-Journal* on its teen page "Off Limits" from 1991 to 1996. A year after its debut, Gannett picked it up and distributed it via its wire service. Other Gannett newspapers that ran COOL JERK weekly include *The (Palm Springs) Desert Sun*, (Guam) *Pacific Daily News*, *Rockford (Ill.) Register-Star*, *Great Falls (Mont.) Tribune*, *Niagara (NY) Gazette*, among others. Horn moved from Reno to San Diego in 1994 but continued it for Gannett until 1996. After a hiatus the strip was given a new home online at <http://cooljerk.com>.

COOL JERK is aimed at the iPod Generation, college folk, malcontents and anyone with an off-center sense of humor. Since 1998, Horn has continued to offer new content weekly, making it one of the longest-running regular comics features created exclusively for the Internet. His website offers an exhaustive back catalog of archived strips, merchandise and other items of interest with no advertising, banners or pop-ups.

COOL JERK Vol. 3: BIMBOOZLED contains more than 210 comic strips. It also contains special bonus features — sketches, a director's commentary for each strip and a comprehensive index. Foreword by *Chew* creator John Layman. Color cover, black and white interior, 144 pages. The book retails for \$12. BIMBOOZLED can be ordered on Horn's website at <http://cooljerk.com/shop>

Attendees of San Diego Comic-Con International can find Horn — and copies of his books HODABEAST, CHICKADOOWA, BIMBOOZLED and DOC SPLATTER OMINOUS OMNIBUS — at the COOL JERK table in the Small Press area, K10.

For more information, contact Paul Horn at 619.294.7681 or [cooljerk@cooljerk.com](mailto:cooljerk@cooljerk.com)

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