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## FOR IMMEDIATE RELEASE

COOL JERK Vol. 2: CHICKADOOWA to debut at San Diego Comic-Con International!

CHICKADOOWA — the hotly anticipated follow-up to 2007's COOL JERK Vol. 1:  
HODABEAST — will debut to the comic-reading masses at San Diego Comic-Con International  
July 24-27, 2008. Picking up where Vol. 1 left off, CHICKADOOWA is a handsome companion  
to HODABEAST in both design and content.

COOL JERK is a black-and-white newspaper-style comic strip created by Paul Horn, 39. 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 Fizgig as they battle the forces  
of stupidity, inanity and pop-culture horror.

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 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. 2: CHICKADOOWA 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 *almost* by Playboy Playmate Alesha Oreskovich but not quite. Color cover with spot  
varnish, black and white interior, 144 pages. The book retails for \$12. CHICKADOOWA can be  
ordered on Horn's website at <http://cooljerk.com/shop>

Attendees of San Diego Comic-Con International can find Horn — and both of his books  
HODABEAST and CHICKADOOWA — 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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