

# MAKING FAMILY LIFE MORE FUN

## Maxine Fans Love It When She 'Yells It Like It Is'

(NAPSA)—Maxine is a bunny-slipper-wearing, blue-haired smart mouth who brings new meaning to the word “attitude.” And her fans love it.

Created by Hallmark artist John Wagner in 1986, Maxine has captured a loyal following of admirers and closet curmudgeons who revel in her “call-‘em-like-I-see-‘em” style. Her sharp-tongued wit is aimed at everything from growing old to the men in her life.

In honor of Maxine’s 15<sup>th</sup> anniversary, her official club has kicked a registration drive into high gear. Approaching 10,000 members—and more signing up every day—it’s plain to see she’s the world’s favorite complainer.

According to Maxine, “My popularity is growing by leaps and bounds, which is the same way I get to the front of the line at the movies.”

To prove she does things her own way, Maxine was the first character to crossover from greeting cards to books, a comic strip, and even a Christmas video. But, Maxine’s reach doesn’t stop; she’s been featured in *The Wall Street Journal*, *USA Today* and *People*. After the Maxine comic strip made an appearance on Live! With Regis and Kelly, Regis Philbin and Kelly Ripa were both made honorary members of the official club.

A yearly membership in Maxine’s Official Club is \$22.95, which includes a club-exclusive official windbreaker jacket, brass pin, and a quarterly newsletter full of Maxine’s outrageous humor.

Maxine says, “I’m my own



## Ⓜ OFFICIAL CLUB

**The popularity of the world’s favorite complainer is growing.**

biggest fan. But you’re free to join the hard-fought fight for second place!”

If you’ve ever grouched or grumbled, it’s time for you to become a member of Maxine’s Official Club. To register, visit [www.maxine.com](http://www.maxine.com) or call 1-86MYMAXINE. You also can find a special membership application in her new book found in Hallmark Gold Crown® Stores.

Even after 15 years, Maxine still has a lot to say. In fact, her fourth book, *Maxine, Yelling It Like It Is: A Fine Whine with the Queen of Attitude*, is featured in Hallmark Gold Crown Stores to the delight of her many fans. Her previous three books have sold more than a half-million copies combined. But, this is her first book to include full color material.

Just remember Maxine’s words of wisdom, “It’s better to join a club than to get whacked by one!”