



As any soccer mom or dad knows, the sport has been steadily growing in popularity in recent years, especially among young people! Kids will love a comic about one of their favorite sports, and parents will relate to the comic's ever-supportive band of carpooling, game-attending, ref-scoffing parents. Join this group of pals, parents and coaches in their favorite game: soccer!

About the Creator:

Bill Hinds created, writes and draws the cartoon feature "Buzz Beamer" for the magazine Sports Illustrated for Kids. "Buzz Beamer" has been the most popular feature in SI for Kids since the magazine's first issue. In 2001, Bill won the New Media division award at the National Cartoonists Society's Reuben Awards for his online work with Buzz.

Hinds also is the drawing half of the team, with writer Jeff Millar, that creates the sports comic strip "Tank McNamara." Tank has been running steadily in more than 300 papers since 1975. In 1987, Tank was named Sports Cartoon of the Year by the National Cartoonists Society.



Hinds was born on San Jacinto Day, April 21, 1950, in Houston, Texas. He graduated with a degree in fine arts from Stephen F. Austin State University. He is on the board of both the National Cartoonists Society and the Newspaper Features Council. Bill, his wife, Lisa, and their three children live in Spring, Texas.

feature type
comic strip

frequency
7x / week

delivery methods
FTP, UClick®

target audience
soccer and sports fans; kids and parents

Meet a few members of the "Cleats" gang!

Cleats



Jack Dooley

- 10 years old
- determined to move up to a select team
- dreams of someday scoring a winning goal with a bicycle kick in the World Cup final

Abby Harper

- has played soccer for six of her 11 years
- starting forward on the "Panthers" select soccer team
- happily annoys her next-door neighbor, Jack Dooley
- competitive but not mean



Coach "Bull" Tippit

- granite-jawed
- retired military
- commands the girls select team



Armando "Mondo" Ruiz

- a natural
- family has played soccer for many generations
- although he's recruited by the select teams, he prefers to play on a rec team
- best buddy: Jack Dooley



Coach Chester Nordling

- earnest coach of the boys rec team
- main coaching qualities: a big heart and availability



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