



FOR IMMEDIATE RELEASE

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Gina Huntsinger, Marketing Director

Charles M. Schulz Museum and Research Center

(707) 579-4452 #268

gina@SchulzMuseum.org

Melissa Menta

Peanuts Worldwide, LLC

(212) 293-8506

mmenta@peanuts.com



Charles M. Schulz Museum Celebrates Tenth Anniversary with Events, Product and New Website Celebrating Schulz's Life and Art

(Santa Rosa, CA) The Charles M. Schulz Museum and Research Center is celebrating its tenth anniversary with the launch of a new website delving deeper into Schulz's life, special programming, and tenth anniversary products.

The weekend of August 18 and 19, 2012 marks the official tenth anniversary. The Museum is celebrating with the dramatic performance of Japanese artist **Yoshiteru Otani** and in the fall with Jazz pianist and Concord Records star **David Benoit**.

New Website

The Museum's redesigned website, www.schulzmuseum.org, is scheduled to launch the first week of August and promises to give people around the world a more in-depth view of the art and life of Charles Schulz. Highlights from the Museum's collection will be showcased in an online digital gallery. Featured artifacts will include pieces from the original strip collection, *Peanuts* tribute art, Schulz's family photos, and personal artifacts.

2301 Hardies Lane • Santa Rosa, CA 95403 U.S.A. • 707.579.4452 • Fax 707.579.4436

www.SchulzMuseum.org

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The website will also host an interactive timeline that chronicles the story of Schulz's life using his own words as well as photographs and artifacts from the Museum's collection. The redesigned website will launch with content from Schulz's early life (1920s through 1940s) and as time goes on will grow to include information encompassing his entire life.

Ten Years of Celebrating a Legacy of Laughter With Amazing Guests, Visitors and Accomplishments

On August 17, 2002, Jean Schulz, wife of Charles M. Schulz, accomplished her original vision of opening a beautiful Museum dedicated to preserving the legacy of her late husband. Throughout the past decade over half a million visitors from around the world have come as a testament to the enduring impact of the *Peanuts* comic strip and its loveable cast of characters. During its first ten years, the Museum has organized 76 in-house exhibitions, ten traveling exhibitions which are touring the US (including Chicago's Museum of Science and Industry this fall) and seven continents. The Museum currently houses 6,700 original *Peanuts* strips and 18,336 items in its collections (from Schulz's pen nibs and family photos to *Peanuts* products and tributes). Today over 70,000 visitors a year are drawn to Santa Rosa, California to the space where Schulz lived and worked for over 30 years.

Museum guests have included: Apollo 10 Astronauts Captain Eugene A. Cernan and Lieutenant General Thomas P. Stafford; author Jonathan Franzen; sports icon Billie Jean King; Olympian figure skater Peggy Fleming; Bravo's Andy Cohen; Pixar's Pete Docter (Director of *Up* and *Monsters, Inc.*), Bob Peterson (Director of *Up*), and Steve Purcell (writer and co-director of *Brave*); Nickelodeon's Matt Whitlock (*The Fairly Odd Parents*); Mo Willems (children's book author); and artists Yoshiteru Otani and Tom Everhart.

Visiting cartoonists have included: Jeff Kinney (*Diary of a Wimpy Kid*), Patrick McDonnell (*Mutts*), Greg Evans (*Luann*), Jerry Scott (writer of *Zits* and *Baby Blues*), Jim Borgman (artist of *Zits*), Rick Kirkman (artist of *Baby Blues*), Stephan Pastis (*Pearls Before Swine*), Dan Piraro (*Bizarro*), Paige Braddock (*Jane's World*), Steve Benson (editorial cartoonist for *The Arizona Republic*), Lynn Johnston (*For Better or For Worse*), Sergio Aragones and Tom Richmond (of *MAD Magazine*), Berkeley Breathed (Bloom County), Tom Tomorrow (This Modern World), Morrie Turner (Wee Pals), Keith Knight (K Chronicles); and Brian Crane (*Pickles*) – just to name a few.

Official Tenth Anniversary Events

THURSDAY, AUGUST 9, 5:00 pm–8:00 pm

Free Evening

Celebrate the Museum's tenth anniversary with free ice cream cake from **Cold Stone Creamery** of Sonoma County (while supplies last) and live storytelling and cartoon performance by cartoonist **Joe Vos**.

SATURDAY, AUGUST 18

11:00 am -12:00 noon: The Museum will hold a cherry tree ceremony in honor of Japanese artist Yoshiteru Otani and his artistic contributions to the Museum. Deputy Consul General Michio Harada of Japan in San Francisco will preside over the ceremony in honor of Otani as a part of the 2012 Japan-U.S. Centennial Nationwide Cherry Blossom Tree Planting Initiative to celebrate 2012 and further enhance Japan-U.S. friendship.

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Yoshiteru Otani

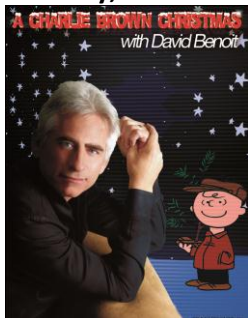
1:00pm: Following the tree planting ceremony, join **Otani** to celebrate the Museum’s tenth anniversary with a live brush painting performance at **1:00 pm**. Otani, accompanied by Japanese Taiko drummer Rin Matoba, will draw a 10 foot by 13 foot Japanese Kanji with a giant brush and “simu.” Otani will be available to meet visitors and sign autographs after the performance.

SUNDAY, AUGUST 19, 2:00 pm

Morphing Snoopy and the Peanuts Tile Wall

Yoshiteru Otani will speak about his monumental works, *Morphing Snoopy* and the *Peanuts Tile Wall*, both created exclusively for the Museum. Visitors will watch the film *The Making of the Schulz Museum—Yoshi Art*. Otani will meet with visitors and sign autographs after his talk.

Saturday, November 3, 4:00pm



David Benoit: Live in concert!

Jazz pianist and Concord Records star **David Benoit** celebrates the music of Vince Guaraldi and the magic of *Peanuts*. Join Benoit and author Derrick Bang (*Vince Guaraldi at the Piano*) for a musical journey through Guaraldi’s life and work, followed by a light reception. This concert is included with the price of Museum admission.

Benoit’s expansive career as a contemporary jazz pianist and composer has included over 25 solo recordings and five Grammy nominations. His lifelong passion for the music of Vince Guaraldi lead to

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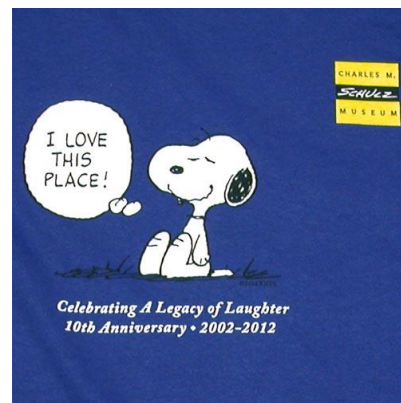
several Charlie Brown-related projects (including *Here's to You, Charlie Brown: 50 Years* and the star-studded *40 Years: A Charlie Brown Christmas*).

Tenth Anniversary Products

Exclusively made tenth anniversary products are available online at <http://shop.schulzmuseum.org> or in the Museum's store while supplies last.



10th Anniversary Ornament, \$11.95



T-shirt, 10th Anniversary, \$18.95



10th Anniversary Magnet, \$6.95



10th Anniversary License Plate Frame, \$9.95

ABOUT THE CHARLES M. SCHULZ MUSEUM & RESEARCH CENTER

The Charles M. Schulz Museum opened in August 2002 to fulfill its mission of preserving, displaying, and interpreting the art of Charles M. Schulz. The museum carries out this mission through changing exhibitions and programming that: build an understanding of cartoonists and cartoon art; illustrate the scope of Schulz's multi-faceted career; communicate the stories, inspirations and influences of Charles Schulz; and celebrate the life of Charles Schulz and the Peanuts characters.

LOCATION

The Charles M. Schulz Museum is located 50 minutes north of San Francisco by car on Highway 101. The Museum is located at 2301 Hardies Lane, Santa Rosa, California, 95403.

HOURS

Weekdays Monday thru Friday (except Tuesdays*) 11am – 5pm

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Saturday & Sunday 10am – 5pm

Closed Tuesdays*

*Open everyday throughout the summer (Memorial Day through Labor Day)

ADMISSION FEES

Free – Museum Members, Children 3 and under

\$5.00 – Children 4-18, college students with valid I.D. card, and Seniors 62+

\$10.00 – Adults

For more information consult the Museum web site: www.SchulzMuseum.org.

Charles M. Schulz Museum & Research Center

2301 Hardies Lane Santa Rosa, CA 95403

www.facebook.com/schulzmuseum

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