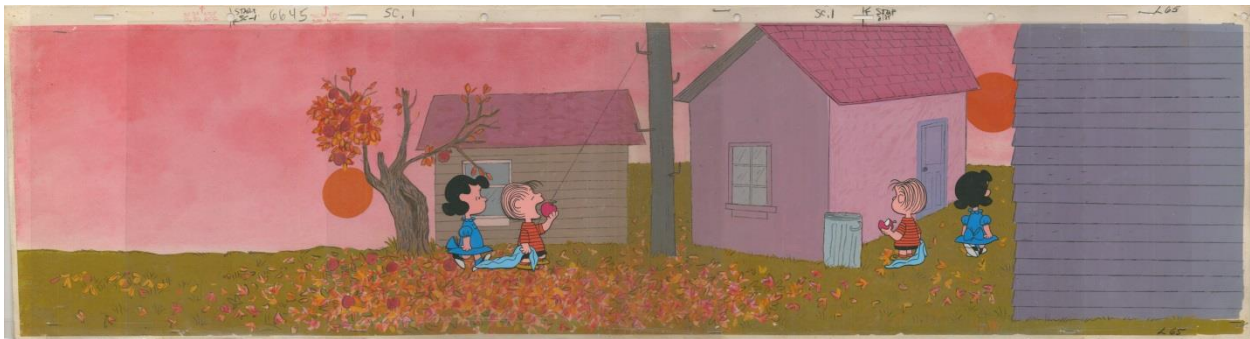




**Gina Huntsinger**  
Marketing Director  
Charles M. Schulz Museum & Research Center  
(707) 579 4452 ext. 268  
[gina@schulzmuseum.org](mailto:gina@schulzmuseum.org)

FOR IMMEDIATE RELEASE: April 28, 2015



Animation cel from television special *It's the Great Pumpkin, Charlie Brown*. Copyright line: Peanuts © 1966 Peanuts Worldwide LLC

## **50th Anniversary of *A Charlie Brown Christmas* Celebrated in New Schulz Museum Exhibition *Animating Comics*, May 2 – October 15, 2015**

(Santa Rosa, CA) The December 9, 1965 debut of *A Charlie Brown Christmas* brought Charlie Brown and the *Peanuts* Gang home to more than 15 million television viewers and enjoyed immediate acclaim. Earning an Emmy for Best Network Animated Special and a Peabody Broadcasting Award, this 30-minute production and the *Peanuts* films and television specials that followed have become treasured additions to our collective culture.

The Charles M. Schulz Museum's upcoming exhibition, ***Animating Comics***, which runs from **May 2 through October 15, 2015**, celebrates the art of bringing comics to life and features rarely displayed production cels from award-winning animated comics, including *Peanuts*, *Batman*, and *Teenage Mutant Ninja Turtles*. The Museum collection

boasts four rare animation cels from *A Charlie Brown Christmas*, which will be on view together for the first time. This is the Museum's largest exhibition about animation to date.

Later *Peanuts* films, including *It's The Great Pumpkin, Charlie Brown* (1966) and *A Charlie Brown Thanksgiving* (1973), also enjoyed critical acclaim and popular appeal. Their success arose from the longstanding partnership between Schulz, producer Lee Mendelson, and animator Bill Melendez. Bill Melendez Productions animated more than forty *Peanuts* television specials, four feature-length films, Saturday morning cartoons, and numerous commercial spots.

*Peanuts* joined a long line of cartoons that leapt from the daily comics page to the big screen. Early twentieth-century animation experiments led by Winsor McCay, creator of the *Little Nemo in Slumberland* comic, laid a foundation for later artists and filmmakers. Marvel and DC Comics have produced animated programming for contemporary audiences, inspired by titles within their vast catalogs, such as *Spider-Man*, *Batman*, and *X-Men*. From blockbuster movies to short animated films, comics remain to see new life through this evolving art.

This holiday season, the Gang is preparing to make their CGI computer animated debut in *The Peanuts Movie*. As 21st century audiences are introduced to the characters in this new medium, yet another chapter joins the story of Charles M. Schulz and the enduring onscreen legacy of his timeless cartoon.

**This exhibition is generously sponsored by Twentieth Century Fox and Blue Sky Studios, creators of *The Peanuts Movie*, which opens this holiday season in theaters everywhere.**



## PROGRAMMING

### **FREE NIGHT WITH Lee Mendelson producer of *A Charlie Brown Christmas***

**Friday, June 26, 5:00 – 8:00 pm**

Celebrate the Museum's new *Animating Comics* exhibition with **Lee Mendelson**, the producer of the award-winning *Peanuts* animated specials. Mendelson will speak at 5:30 and meet with visitors and sign books after his talk.

### **Learn to Draw your Favorite Comic Characters**

**Saturday, June 20, 1:00 pm**

Join cartoonist **Robert Pope** as he shares his experiences with the *Peanuts* gang, *Scooby-Doo*, *Batman*, and many others. Robert will discuss his work processes and instruct step-by-step how to cartoon some of your favorite characters!

### **Meet Cartoonist Nathan Hale**

**Sunday, June 21, 1:00 - 3:00 pm**

Cartoonist **Nathan Hale** will talk about his work and share an exclusive and hazardous tale from his graphic novel series *Nathan Hale's Hazardous Tales*. Hale is the illustrator of the graphic novel *Rapunzel's Revenge*, which was an AI Roker Book Club for Kids selection, an ALA Notable Book, and a YALSA Great Graphic Novel for Teens. Hale will sign books after his talk.

### **And the following classes for kids:**

#### **Boy Scout Day: Art and Animation**

**Saturday, May 16, 10:00 am - 12:30 pm**

Complete the requirements for the Art merit badge, belt loop, and academic pin in a fun, hands-on environment. Get messy experimenting with watercolor, sculpture, collage, and paper-making. Also, use iPads to explore the art of photography and animation for the Photography merit badge, belt loop, and academic pin. Earn a Schulz Museum fun patch and add ice skating at Snoopy's Home Ice to your day from 12:30 – 4:30pm!

**Advance reservations are required--register online or call (707) 546-8137.**

#### **LEGO Animation**

**June 22 – 26: 9:00 am – 12:30pm**

**July 27 - 31: 9:00 am – 12:30pm**

Build sets and characters with LEGOs. Add special effects, voices, and music, and work in small groups to create a short LEGO stop-motion movie using iPads.

#### **LEGO Animation: Advanced**

**July 20 - 24: 9:00 am – 12:30pm**

**August 10 – 14: 1:00 – 4:30pm**

Build sets and characters with LEGOs. Learn story structure and character development. Add lights, cameras, and green screen technology, and work in groups to create a short stop-motion movie using iPads.

## iPad Animation

**July 27 – 31: 1:00 – 4:30 pm**

Explore animation techniques and create comics that move using a variety of iPad animation apps. Learn different styles of animation and watch your creations come alive!

## LEGO Animation

**June 8 – 12: 1:00 – 4:30 pm**

**August 10 – 14: 9:00 am – 12:30pm**

Build sets and characters with LEGOs. Add special effects, voices, and music, and work in small groups to create a short LEGO stop-motion movie using iPads.

## IMAGES

If you would like any of the images from this press release to print in a publication, contact Gina Huntsinger at [gina@schulzmuseum.org](mailto:gina@schulzmuseum.org) or (707) 284-1268.



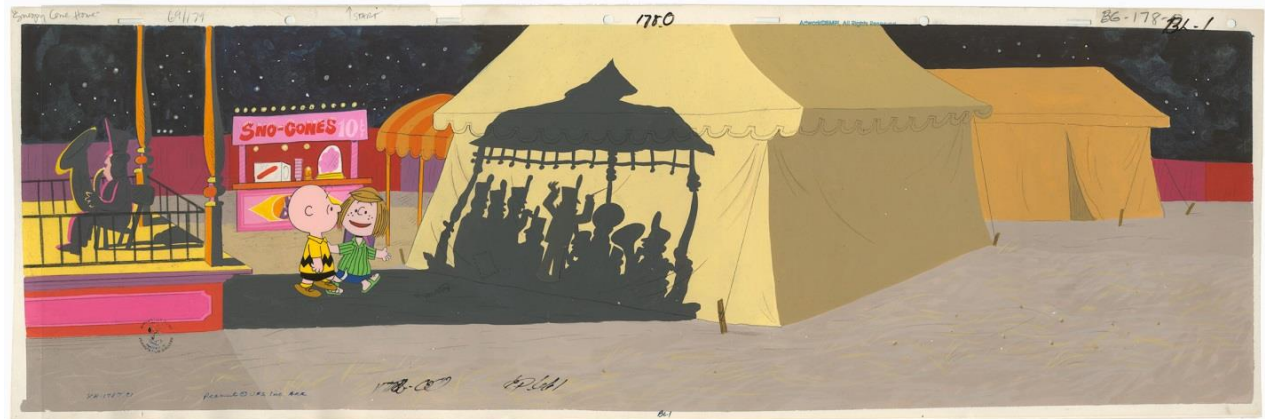
Rare animation cel from television special *A Charlie Brown Christmas* first broadcast on December 9, 1965. Copyright line: Peanuts © 1965 Peanuts Worldwide LLC



Animation cels from television special *It's the Great Pumpkin, Charlie Brown*, first broadcast on October 27, 1966. Copyright line: Peanuts © 1966 Peanuts Worldwide LLC



Animation cel from television special *It's the Great Pumpkin, Charlie Brown*. Copyright line: Peanuts © 1966 Peanuts Worldwide LLC



Animation cel from television special *Snoopy Come Home*, first broadcast on July 14, 1972. Copyright line: Peanuts © 1972 Peanuts Worldwide LLC

## **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

Saturday & Sunday 10am – 5pm

Closed Tuesdays\*

\*Open every day 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

Charles M. Schulz Museum & Research Center

For more information consult the Museum web site: [www.SchulzMuseum.org](http://www.SchulzMuseum.org).

Like us on Facebook at [facebook.com/schulzmuseum](https://facebook.com/schulzmuseum)

Follow us on Twitter at [twitter.com/schulzmuseum](https://twitter.com/schulzmuseum)

Follow us on the Instagram App or website: [instagram.com/schulzmuseum](https://instagram.com/schulzmuseum)

##