



**FOR IMMEDIATE RELEASE – April 6, 2016**

**Gina Huntsinger, Marketing Director**

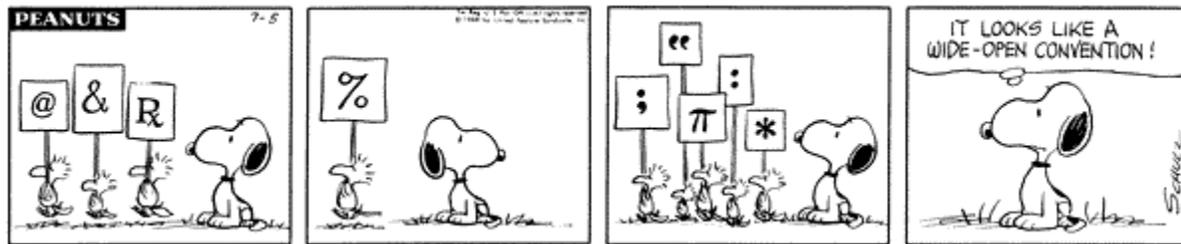
Charles M. Schulz Museum and Research Center

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***“Whether through newspapers, television, books or movies, Peanuts has made us laugh, challenged us to think, and encouraged us to dream.” – President Bill Clinton***

***“Through the years you have brought joy and laughter into millions of homes worldwide with your comic strips, television specials, and books. Characters like Charlie Brown, Snoopy, and Lucy have a warm place in our national heart.” – President Ronald Reagan***



Some times history repeats itself. Snoopy weighed in during the tumultuous election of 1968. ©1968 Peanuts Worldwide LLC

## ***Peanuts and Politics***

New Exhibition at the Charles M. Schulz Museum

***Mr. Schulz Goes to Washington***

April 30, 2016 through January 22, 2017

(Santa Rosa, CA) In this election year a little laughter from the *Peanuts* Gang is in order. The lighter-side of politics and its intersection with the life of Charles Schulz is the focus of the newest exhibition, *Mr. Schulz Goes to Washington*, running April 30, 2016 through January 22, 2017 at the Charles M. Schulz Museum in Santa Rosa, California. This exhibition features original presidential-themed *Peanuts* comic strips, correspondence with several American presidents, and *Peanuts* memorabilia, including campaign bumper stickers, buttons, and banners. Visitors of all ages can cast a ballot for their favorite *Peanuts* character, or write a postcard to the future president.

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

[www.SchulzMuseum.org](http://www.SchulzMuseum.org)

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PEANUTS © 2016 Peanuts Worldwide, LLC

Charles Schulz learned the value of service from his father, who was deeply connected in his community of St. Paul, Minnesota. Although Schulz often declined to state a party allegiance, he was very interested in politics and corresponded with many commanders-in-chief on both sides of the aisle. When later called upon to participate in different presidential initiatives, he willingly offered his cast of characters to promote topics that varied from the space race to physical fitness.



Detail © 1968 Peanuts Worldwide LLC



Although his Peanuts characters did not comment on real-world politics, Schulz slyly incorporated well-timed humor that readers could interpret in their own different ways. Peanuts © 1968 Peanuts Worldwide LLC

Schulz counted many American presidents among his fans, and a number of them wrote him letters of gratitude and appreciation for creating a beloved American cartoon. He corresponded personally with Presidents Nixon, Ford, Carter, Reagan, and Clinton.

Schulz and Ronald Reagan became friends in 1967 after the Reagans invited Schulz and his first wife Joyce for lunch at the Governor's Mansion in Sacramento. As Ronald Reagan was in the midst of a campaign for the presidency in the summer of 1980, he replied to a friendly note from Schulz about "the new candidate in the race." This of course, refers to Snoopy. Reagan ended the letter with, "Anything you can do to talk Snoopy out of running will be appreciated. How would he feel about a cabinet post?"

## RONALD REAGAN

August 12, 1980

Mr. Charles M. Schulz  
One Snoopy Lane  
Santa Rosa, CA.

Dear Charles:

How good it was to hear from you after much too long a time. The new candidate in the race will certainly keep me from being over confident. If I'd only known of his political ambitions, I might have persuaded him to run on the ticket with me as Vice President.

The little cartoon strip I've enclosed belongs to our housekeeper, Anne. And she has prevailed upon me to ask if you would autograph it for her. She has kept it all these years -- 30 of them.

One of these days, with all the traveling we are doing, I hope that our paths will cross again. It's been too long.

Nancy sends her best, as do I. Skipper, who now insists he has outgrown that name, is in New York, but I know he'll be pleased to know you remembered him.

Anything you can do to talk Snoopy out of running will be appreciated. How would he feel about a cabinet post?

Best regards.

Sincerely,



RONALD REAGAN

Enclosure

9841 AIRPORT BOULEVARD, SUITE 1430, LOS ANGELES, CALIFORNIA 90045

Reagan for President - United States Senator Paul Laxalt, Chairman; Bay Buchanan, Treasurer.  
A copy of our report is filed with and available for purchase from the Federal Election Commission, Washington, D.C. 20463

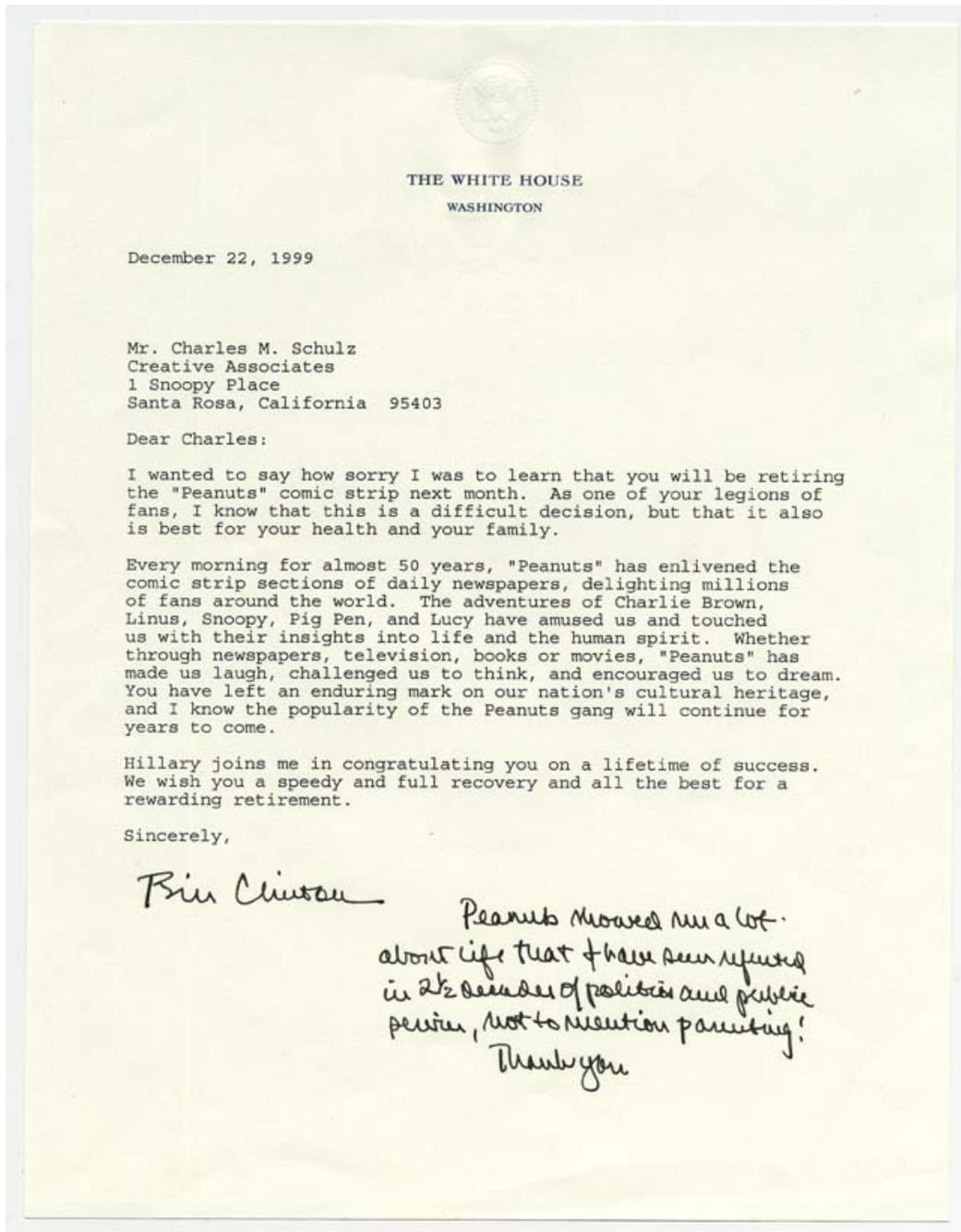
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President Bill Clinton sent his best wishes to Charles Schulz on December 22, 1999 regarding Schulz's upcoming retirement.



In the election years of 1960, 1964, and 1968, the *Peanuts* characters became involved in presidential storylines, sometimes disguised as classroom politics. The quirky personalities of the

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PEANUTS © 2016 Peanuts Worldwide, LLC

*Peanuts* Gang provided a backdrop for their political ambitions. Charlie Brown dreamed of what it would actually be like if he were elected president, but Lucy laughed in his face at that idea. In 1960 Lucy considers herself in the role of First Lady, but then says, "Why should I settle for being First Lady? Why shouldn't I be president **myself**?" Linus promised that "Any little dog who happens to wander onto the playground will not be chased away, but will be welcomed with open arms!" and Pig Pen cleaned himself up for his candidacy by simply taking old candy wrappers out of his pockets.



Pe a nuts©1990 Pe a nuts Wo rld wide LLC

In 1968, fans across America adopted a widespread 'Snoopy for President,' campaign, which was a welcome and lighthearted departure from the tumultuous politics of that era. In a 14-day series, Snoopy joins demonstrating birds and carries his own sign for "Paw Power," a direct take-off of the Flower Power and Black Power ideologies of that same period.



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**This exhibition is generously sponsored by:**



### **IMAGES**

If you would like the image in this release to print in a publication, contact Gina Huntsinger at [gina@schulzmuseum.org](mailto:gina@schulzmuseum.org) or (707) 284-126.



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### **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.

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**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

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

Charles M. Schulz Museum & Research Center

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