



**FOR IMMEDIATE RELEASE – October 28, 2013**

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Jeff Kinney will appear Tuesday, November 12 at 7:00 pm to sign his newest book, *Diary of a Wimpy Kid, Hard Luck* at the Charles M. Schulz Museum.

## ***Two Special Diary of a Wimpy Kid Events at the Charles M. Schulz Museum!***

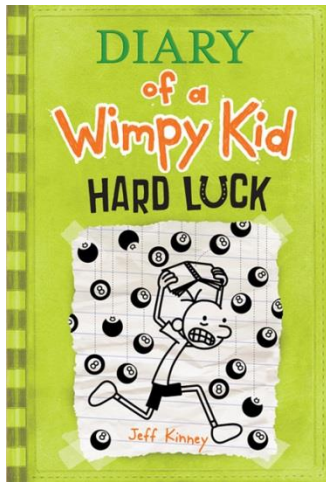
***Hard Luck Authorless Party—Monday, November 11, 2:00-5:00 pm***

***Author Appearance, Book Signing, and Activities—Tuesday, November 12, 7:00 pm***

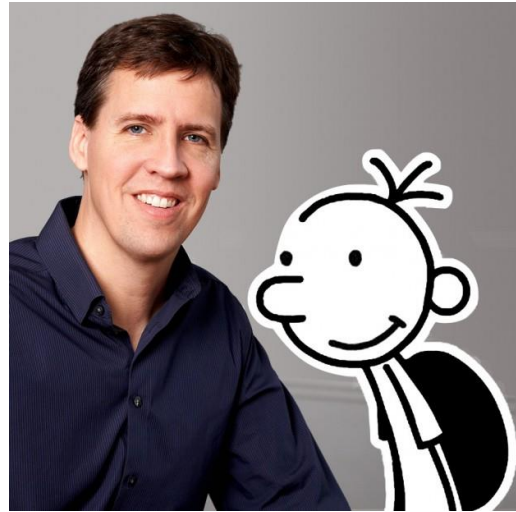
(Santa Rosa, CA) Join us for a celebration of the biggest book of 2013—*Diary of a Wimpy Kid, Hard Luck*, the newest book in the *New York Times* best-selling *Diary of a Wimpy Kid* series! Author [Jeff Kinney](#) will sign books and meet visitors **November 12 starting at 7:00 pm**. Enjoy special *Hard Luck* activities and purchase signed and un-signed copies of all Kinney's *Diary of a Wimpy Kid* books starting at 6:00 pm.

**Hard Luck Authorless Party—Monday, November 11, 2:00-5:00 pm.** Visitors can participate in special, hands-on *Hard Luck* activities, and purchase all signed and un-signed copies of Kinney's *Diary of a Wimpy Kid* books. Please note author Jeff Kinney will NOT be present for this event. This event is included with regular Museum admission.

**Author Appearance and Signing—Tuesday, November 12 at 7:00 pm.** This event is **FREE** and tickets are limited, so please be sure to get your book and tickets early. Free tickets for the event are available now at the Museum during regular business hours or online at <http://schulzmuseum.org/learn/calendar-of-events/?EventId=16973>. All of Kinney's *Diary of a Wimpy Kid* books will be available for sale at the Museum starting Wednesday, November 6. The national release date for *Hard Luck* is November 5.



Jeff Kinney's newest book Diary of a Wimpy Kid, Hard Luck releases Nov. 5



Author Jeff Kinney and his main character Greg Heffley

### Free Jeff Kinney Ticket Details for November 12 Appearance:

- Everyone attending this **free** event must have a ticket.
- Tickets are available online or in person at the Charles M. Schulz Museum during our regular open public hours (Wednesday through Monday 11:00 am – 5:00 pm.) Tickets cannot be requested by phone.
- Due to the popularity of this event and limited tickets, individuals will not be able to order or pick up more than 5 tickets at any one time.
- Jeff Kinney will sign all books purchased for the event.

### IMAGES

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

### 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

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

Charles M. Schulz Museum & Research Center

2301 Hardies Lane Santa Rosa, CA 95403

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