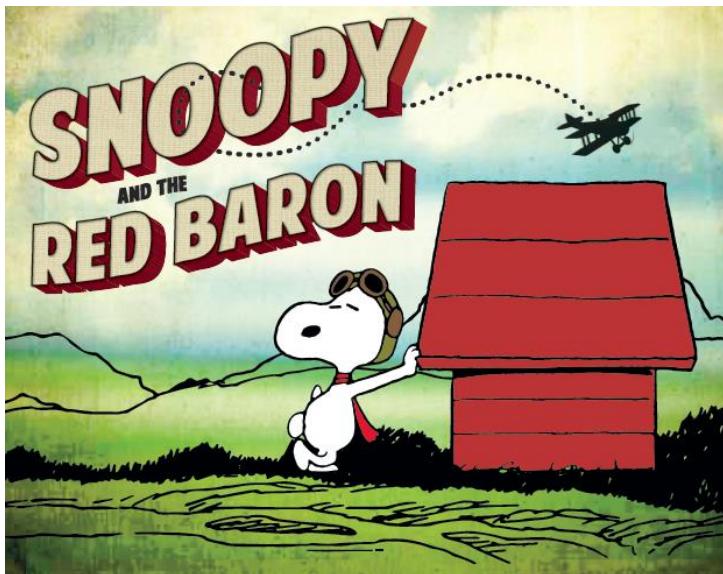


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Snoopy and the Red Baron Exhibition Celebrates 50th Anniversary of Snoopy as the World War I Flying Ace
New Exhibition at the Charles M. Schulz Museum
October 24, 2015 – April 24, 2016

(Santa Rosa, CA) Snoopy first imagined himself as a World War I flying ace on October 10, 1965, making 2015 the 50th anniversary of this popular persona.

Snoopy and the Red Baron, a new exhibition at the Charles M. Schulz Museum, on view from October 24, 2015 to April 24, 2016, celebrates this most famous of Snoopy's personas. Learn more about this favorite storyline in Peanuts through original comic strips; World War I airplane models; Peanuts figurines, books, collectible plates; and board games inspired by Snoopy as the Flying Ace.

Visitors can also step into the world of *The Peanuts Movie* in the interactive area sponsored by 20th Century Fox and Blue Sky Studios. They can visit Charlie Brown's backyard, put on flying caps and goggles, and soar over Paris on Snoopy's doghouse.

When asked about the origins of Snoopy's aviator role, Charles Schulz credited his son Monte's interest in making plastic airplane models as his chief inspiration. Schulz described drawing a little helmet on Snoopy after seeing Monte's World War I aircraft models, and "suddenly got the idea for it." He also cited 1960s events that commemorated the start of World War I, and movies such as *The Dawn Patrol*. He immediately recognized the potential of the Flying Ace, acknowledging, "I knew I had one of the best things I had thought of in a long time."



(July 10, 1966) © 1966 Peanuts Worldwide LLC

Throughout the decades, Snoopy comically embraced his fighter pilot role for delighted Peanuts readers. As Snoopy envisioned himself soaring through the clouds in pursuit of his nemesis, the infamous Red Baron, he sat atop his doghouse, which he imagined to be a real British biplane known as a Sopwith Camel (Schulz once said, "Can you think of a funnier name for an airplane?"). He wandered through parts of Europe that World War I aviators genuinely traversed, stopping in cafés to quaff root beers and flirt with French lasses. In everything he cartooned, Schulz strove for authenticity, a point made especially clear by his Flying Ace storylines.



(June 29, 1979) © 1979 Peanuts Worldwide LLC

Beyond the comic strip, Snoopy as the Flying Ace prompted the manufacture of countless memorabilia items, including toys, games, music boxes, and even a root beer float-making kit. Fans dressed up their dogs in flying caps and goggles, and Air Force squadrons adopted Snoopy as a symbol of their patriotism. This most famous of all Snoopy's personas continues to bring humor and nostalgic joy to Peanuts fans all over the world. **"I don't think there has been an animal character in a long time that has done the different things that Snoopy has done,"** Schulz once reflected. **"He's an attorney. He's a surgeon. He's the World War I Flying Ace."**

This exhibition is generously sponsored by 20th Century Fox and Blue Sky Studios, creators of *The Peanuts Movie*, which will be in theaters everywhere this holiday season.



Blue Sky

STUDIOS

PROGRAMMING

Home School Day: Flight and Fancy □

Wednesday, November 4, 10:00 am – Noon

Take flight with Snoopy and the Red Baron and explore and create a variety of things that fly. Make underwater flyers, a CD hovercraft, an anemometer, and a balloon boat that demonstrates air pressure and propulsion. Also, meet real aviators, learn to draw the flying ace, and more. Ice skate at Snoopy's Home ice from Noon - 2:00 pm. Cost: \$6 per child before October 29; chaperones are free. Ice skating is an additional \$5 per person. **Advance reservations required--register online or call (707) 284-1272.**

FREE Day in Honor of Veteran's Day □

Wednesday, November 11, 11:00 am - 5:00 pm

Ride on Snoopy's dog house over Paris, give advice at Lucy's psychiatric booth, see behind-the-scenes of the new Peanuts Movie, check out the Museum's newest exhibition Snoopy and the Red Baron and enjoy free admission all day.

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 or (707) 284-1268.



(July 6, 1971) © 1971 Peanuts Worldwide LLC



(November 8, 1983) © 1983 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.

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