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Exploring a Beloved *Peanuts* Character
New Exhibition at the Charles M. Schulz Museum
50 Years of Franklin
January 13 through August 5, 2018

(Santa Rosa, CA) For fifty years, Charles Schulz introduced topical issues using humor as a vehicle for serious subjects. In 1968, shortly after the assassination of Rev. Dr. Martin Luther King Jr., a Los Angeles schoolteacher, Harriet Glickman, wrote to Schulz regarding the integration of *Peanuts*. She believed that the popular comic strip could help influence attitudes on race. As a result of their correspondence, Franklin was introduced to the cartoon and soon became a series regular.



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www.SchulzMuseum.org

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Franklin was a confident kid and felt accepted by all his friends. Many of the strips placed him in the classroom where he almost always knew the answer and frequently helped his friends. His quiet, industrious demeanor was an important part of who he was. His inclusion in the strip was a bold and important step in the right direction for civil rights.

The correspondence between Glickman and Schulz are one of several artifacts that can be seen in the Schulz Museum's latest exhibition, **50 Years of Franklin, on view from January 13 through August 5, 2018**. As America celebrates Martin Luther King Jr. Day, this exhibition is an ideal reminder of how important it is to not be silent about subjects that matter.



"I have wanted to introduce a black character for some time...the reaction was tremendous. We got quite a stack of mail saying, "thank you." -Charles M. Schulz, 1970

IMAGES

If you would like any of the images in this release to print in a publication, contact Tracey Pugh at tracey@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

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Closed Tuesdays*

*Open every day throughout the summer (Memorial Day through Labor Day)

ADMISSION FEES

Free – Museum Members, Children 3 and under

\$12.00 – Adults

\$8.00 – Seniors 62 and over with ID

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

For more information consult the Museum web site: schulzmuseum.org

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2301 Hardies Lane Santa Rosa, CA 95403

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