

FOR IMMEDIATE RELEASE

New exhibition at the Charles M. Schulz Museum traces the evolution of Snoopy and the influences that brought him to life

Then Came the Dog
September 22, 2018–March 10, 2019



Peanuts strip first published on March 18, 1970

SANTA ROSA, Calif. August 22, 2018—For modern *Peanuts* fans, it may be hard to imagine a time when Snoopy, the self-proclaimed “World-Famous Beagle,” did not exist. *Then Came the Dog*, a new exhibition at the Charles M. Schulz Museum on view September 22, 2018–March 10, 2019, explores how Schulz’s beloved character Snoopy came to be and the wildly imaginative life his cartoon canine led over the years.

Starting with a chronology of the real-life dogs that influenced Schulz’s drawings, the exhibition features approximately 40 *Peanuts* strips alongside archival family photos and interactive displays for all ages. Included is Schulz’s first published cartoon—a drawing of his boyhood dog Spike published in *Ripley’s Believe It or Not!* in 1937—and a selection of his early comic works with original strips of *Just Keep Laughing* and *Li'l Folks*. Visitors will also have an opportunity to learn about how Snoopy fit into the historic landscape of comic dogs before and after his *Peanuts* debut in 1950.

“Snoopy’s appearance and personality have changed probably more than those of any of the other characters,” Charles Schulz said of his most famous cartoon creation. “As my drawing style loosened, Snoopy was able to do more things, and when I finally developed the formula of using his imagination to dream of being many heroic figures, the strip took on a completely new dimension.”

In an unconventional twist, the exhibition turns to Snoopy to share his own spectacular autobiography, between his highs as the Head Beagle to his lows like being left at the altar. Visitors will see Snoopy’s extended family, the many professions and personas that

he entertained over the years, and his relationships with the other *Peanuts* characters, from his devoted friend Woodstock, to his most feared rival, the Cat Next Door.

Then Came the Dog is guest curated by award-winning Schulz Studio Senior Editor and Cartoonist, Alexis E. Fajardo, and presented in conjunction with the Schulz Museum's [Year of the Dog](#) programming.

Then Came the Dog is sponsored by Image360, Fit 'N' Furry Pet Resort, and Western Farm Center.

ALSO ON VIEW

The World According to Sally (through December 3, 2018)

Sally Brown, Charlie Brown's little sister, has a sweet innocent side, but also a more cynical view of life than most of the other characters in the *Peanuts* Gang. Her many moods are revealed through this display of original strips.

Working Dogs (through January 27, 2019)

Dogs were always part of Charles Schulz's life, and he and his wife, Jean, also championed the working dogs among us: the canines who assist the disabled, search for and rescue people, herd livestock, and offer their unconditional love. This exhibition celebrates these four-legged heroes as Schulz portrayed them in *Peanuts*.

ABOUT

The Charles M. Schulz Museum and Research Center opened in August 2002 to fulfill its mission of preserving, displaying, and interpreting the art of Charles M. Schulz. The Museum presents 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 and Research Center is 50 minutes north of San Francisco by car on Highway 101. The Museum is located at 2301 Hardies Lane, Santa Rosa, CA 95403.

HOURS

Monday to Friday (except Tuesdays*): 11:00 am–5:00 pm

Saturday and Sunday: 10:00 am–5:00 pm

*Closed Tuesdays from Labor Day through Memorial Day

ADMISSION FEES

Museum Members, children 3 and under: Free

Adults: \$12.00

Seniors 62 and over (with ID): \$8.00

Children 4-18 and college students (with ID): \$5.00

CONTACT

For images and media tours and interview requests, contact Stephanie King at stephanie@schulzmuseum.org or (707) 284-1268.

Charles M. Schulz Museum & Research Center

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