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FOR IMMEDIATE RELEASE

New Exhibition at the Charles M. Schulz Museum celebrates Snoopy's trusted sidekick, Woodstock, in honor of the music festival's 50th anniversary

Peace, Love, and Woodstock
March 17, 2019–March 8, 2020



Peanuts strip first published on July 12, 1967

SANTA ROSA, Calif. February 27, 2019—In honor of the 50th anniversary of the 1969 Woodstock festival this summer, the Charles M. Schulz Museum and Research Center presents a yearlong exhibition celebrating the smallest *Peanuts* character, Woodstock, named for the generation-defining music event. Opening March 17, 2019, and on view through March 8, 2020, *Peace, Love, and Woodstock* provides a rich snapshot of the landmark festival while tracing the evolution and life of Snoopy's most trusted friend.

Though birds appeared early in *Peanuts*, it was not until 1967 when a distinct little bird began to appear more frequently in the comic strip, capturing hearts and inspiring laughs with his unique personality and eccentric ways. In a strip from June 22, 1970, his name was finally revealed.

"I had been reading the *Life* magazine article about the Woodstock festival and I had the little bird in the strip," said Charles Schulz. "I thought Woodstock would be a good name for this bird and also, it will get the attention of these people that liked that kind of thing."

The September 1969 *Life* magazine that Schulz references is included in the exhibition alongside relics from the Woodstock event—the original program, poster, handbill, and tickets—and a historical overview of the event that drew an estimated 450,000 attendees to a dairy farm in upstate New York.

Though Schulz was not part of the counter-culture of the late-1960s, his daily cartoon strips embodied themes with which millions of readers could identify, including the power of love, an emerging anthem of the time.

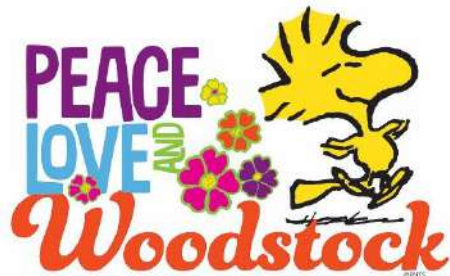
"This theme is found perhaps in its most pure form in the character of Woodstock," said Curator Benjamin L. Clark. "Woodstock is loyal, deeply devoted, and always kind. He's the best friend everyone wishes they had."

Through original comic strips and interactive elements, *Peace, Love, and Woodstock* explores the trademark qualities that have made Woodstock the favorite feathered friend of Snoopy and generations of *Peanuts* fans alike. “Woodstock is like Snoopy in that he’s more than a simple bird. He’s opinionated, tenacious, and honest with his emotions,” said Clark. “Their friendship enables them to take on problems and go on adventures, both real and imagined, knowing that no matter the outcome, they have one another.”

Highlighted in the exhibition are Woodstock’s favorite haunts—from Snoopy’s fantastical doghouse to Woodstock’s one-of-a-kind birdbath—and a look at what type of bird he is, though this mystery remains open for visitors to solve themselves. A special exhibition-themed photo op allows visitors to don Woodstock disguises and step into the comic strip.

Additionally, a full roster of related public programs will unfold throughout the exhibition, including a Woodstock-themed trivia night on June 28, a conversation with Grateful Dead drummer **Mickey Hart** on August 3, and a “Summer of Woodstock” free admission day on August 25.

“Like the rest of *Peanuts*, Woodstock is inspired by Schulz’s life and the world at large,” said Clark. “The qualities that Woodstock exudes—kindness, love, goodwill—continue to inspire new generations and remain as relevant today as they were fifty years ago.”



Peace, Love, and Woodstock is sponsored by Image 360, the Krush 95.9 FM, and Recology.

PUBLIC PROGRAMS

Monday, March 25, 10 a.m.–12 p.m.

Museum Mondays for Little Ones: *Peace, Love, and Woodstock*

Children ages 1-5 and their caregivers are invited celebrate spring and Snoopy’s little yellow friend, Woodstock, with colorful crafts and activities. Make a tissue paper kaleidoscope, tie-dye a coffee filter, and mix a cookie cutter bird feeder.

Saturday, April 20

Kids FREE Day

Celebrate spring and *Peace, Love, and Woodstock* with crafts and free admission for kids!

Saturday, May 4

Free Comic Book Day

Receive a free Woodstock mini-comic book with admission (while supplies last).

Friday, June 28, 6:00–9:00 p.m.

Friday Nights at the Museum: Taste of Trivia

Pair drinks from Russian River Brewery and Hamel Family Wines with sliders from Epicenter, and test your knowledge of the 60s and 70s with *Peace, Love, and Woodstock* trivia. Ages 21+. \$30 general / \$24 members.

Saturday, August 3, 2:00 p.m.

50 Years of Evolving Consciousness

Join percussionist and musicologist **Mickey Hart** (drummer for The Grateful Dead and Dead and Company), historian **Dennis McNally** (author of *A Long Strange Trip: The Inside History of the Grateful Dead*), and environmental activist **Caryl Hart** to look back on the Woodstock music festival, its impact, and where we are 50 years later.

Sunday, August 25

Summer of Woodstock FREE Day

Enjoy live music, hands-on crafts, and activities in celebration of *Peace, Love, and Woodstock*.

Friday, August 30, 6:00–9:00 p.m.

Friday Nights at the Museum: *Peace, Love, and Woodstock*

Celebrate the 50th anniversary of the Woodstock music festival with live music from the era performed by **New Skye**. Sample wines from Starscape Vineyard, Russian River Valley, and Cartograph Winery and summer of love salads from Franchetti's. Ages 21+. \$30 general / \$24 members.

Additional events to be announced. Event details subject to change. For a complete and current listing of upcoming events and programs, visit schulzmuseum.org/learn/calendar-of-events.

ALSO ON VIEW

Without Words (through May 20, 2019)

With the stroke of his pen Charles Schulz could evoke action, emotion, and hilarity—at times, telling a complete story using no words at all. In this exhibition of 70 original comic strips, see examples of the artful techniques Schulz employed to tell his stories, without words.

Behind Peanuts: The Little Red-Haired Girl (through August 4, 2019)

Charlie Brown's unrequited love, *The Little Red-Haired Girl*, was inspired by Donna Wold, the real-life first love of Charles Schulz. See the story behind the story through original art, photographs, and personal interviews.

Peanuts Goes to Camp (May 22–November 18, 2019)

Charles Schulz explored the ups and downs of summer camp in *Peanuts* with a fidelity that rings true to many a happy camper. Relive nights serenaded by crickets and days full of sun-drenched memories with the *Peanuts* Gang in this presentation of original comic strips.

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 Schulz 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 miles north of San Francisco by car on Highway 101. It is located at 2301 Hardies Lane, Santa Rosa, CA 95403.

HOURS

Monday to Friday*: 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, media tours, and interview requests, contact Stephanie King, marketing director, at stephanie@schulzmuseum.org or (707) 284-1268.

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