



MEDIA CONTACT  
Stephanie King  
Charles M. Schulz Museum and Research Center  
(707) 284-1268  
[stephanie@schulzmuseum.org](mailto:stephanie@schulzmuseum.org)

FOR IMMEDIATE RELEASE

## Charles M. Schulz's magical side explored in new exhibition at the Schulz Museum

***Abracadabra! Magic in Peanuts***  
August 8, 2019–January 19, 2020



SANTA ROSA, Calif. August 8, 2019—A new exhibition at the Charles M. Schulz Museum and Research Center celebrates one of Schulz's little-known pastimes: magic. Featuring original *Peanuts* comic strips, animation cels, merchandise, and artwork, *Abracadabra! Magic in Peanuts* (August 8, 2019–January 19, 2020) invites viewers to go behind the curtain and discover how Schulz brought his love of illusion and magic tricks into the panels of *Peanuts*.

"I suppose cartooning and magic are similar in a way because we both do something along the way and then pull a surprise out of the tiny box at the end," Schulz said. *Abracadabra!* explores how these two passions overlapped for Schulz, from comic strips of Snoopy summoning his supper dish to the 1982 book *It's Magic Charlie Brown*. The animated special of the same name will be shown in the Museum's theater throughout the run of the exhibition.

The exhibition also explores Schulz's friendship with Dr. Robert (Bob) Albo (1932–2011), a prominent sports medicine doctor and magic aficionado whom Schulz met in the late 1960s. The pair traded magic tricks for years and eventually became co-owners of the Palace of Magic shop in San Francisco. The exhibition includes video footage of Dr. Albo performing one of Schulz's favorite tricks—placing a dollar bill into an unpeeled orange—in addition to items from Schulz's personal magic collection.

Also featured are items from the 1989 traveling stage show *Snoopy's World of Magic*, and Schulz's membership card to the Academy of Magical Arts at the famed Magic Castle in Hollywood, where he was an honorary life member.

Visitors will have an opportunity to test their own sleight-of-hand coin-conjuring moves at a tabletop “stage.” A variety of other magic tricks and instructional books will be available in the Museum’s education room for guests of all ages to enjoy.



*Peanuts* comic strip from May 17, 1956

## EVENTS

### Sunday, November 10, 3:00 pm Magic with Patrick Martin

Join internationally celebrated sleight-of-hand magician [Patrick Martin](#) for a comedic stage show full of mesmerizing tricks and mysteries, presented in conjunction with the exhibition *Abracadabra! The Magic of Peanuts*. Known for his unique blend of humor and mystery, Martin has entertained for the White House and been featured on the television special *Masters of Illusion* as well as at the Olympic Arts Festival.

## ALSO ON VIEW

### [Peace, Love, and Woodstock](#) (through March 8, 2020)

Named for the 1969 music festival—which celebrates its 50th anniversary this year—Woodstock may be the smallest *Peanuts* character, but he has a huge presence. Take a trip through the life of Woodstock and see why this little bird has captured hearts and inspired laughs with his eccentric ways. *Sponsored by Image 360, Recology, and media sponsor The Krush 95.9 FM.*

### [Peanuts Goes to Camp](#) (through November 18, 2019)

Though Charles Schulz was not that fond of camping—explaining he did enough “camping” during his service in World War II—he explored the ups and downs of summer camp in *Peanuts* with a fidelity that rings true to many a happy camper. In this exhibition, relive nights serenaded by crickets and days full of sun-drenched memories with the *Peanuts* Gang.

## ABOUT

Charles M. Schulz Museum and Research Center  
2301 Hardies Lane, Santa Rosa, CA 95403  
(707) 579-4452 | [schulzmuseum.org](http://schulzmuseum.org)  
Facebook, Instagram, Twitter: @schulzmuseum

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.

The Museum is located 50 miles north of San Francisco by car on Highway 101.

**HOURS AND ADMISSION**

Monday to Friday\*: 11:00 am–5:00 pm (\*Closed Tuesdays from Labor Day–Memorial Day)

Saturday and Sunday: 10:00 am–5:00 pm

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

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