

**FOR IMMEDIATE RELEASE**

**Greetings, Charlie Brown! The Peanuts-Hallmark Connection (January 23–July 12, 2020)** explores early roots of global partnership

# Greetings, Charlie Brown!



SANTA ROSA, Calif. January 9, 2020—Over one billion Hallmark *Peanuts* greeting cards have been sold worldwide since Charles M. Schulz licensed his beloved characters to the greeting card company in 1960...and it almost didn't happen. *Greetings, Charlie Brown! The Peanuts-Hallmark Connection*, on view January 23 through July 12 at the Charles M. Schulz Museum and Research Center, shares the serendipitous origins of the iconic global partnership and how one avid *Peanuts* fan brought Charlie Brown, Snoopy, and the rest of the *Peanuts* Gang into the mailboxes and homes of fans around the world.

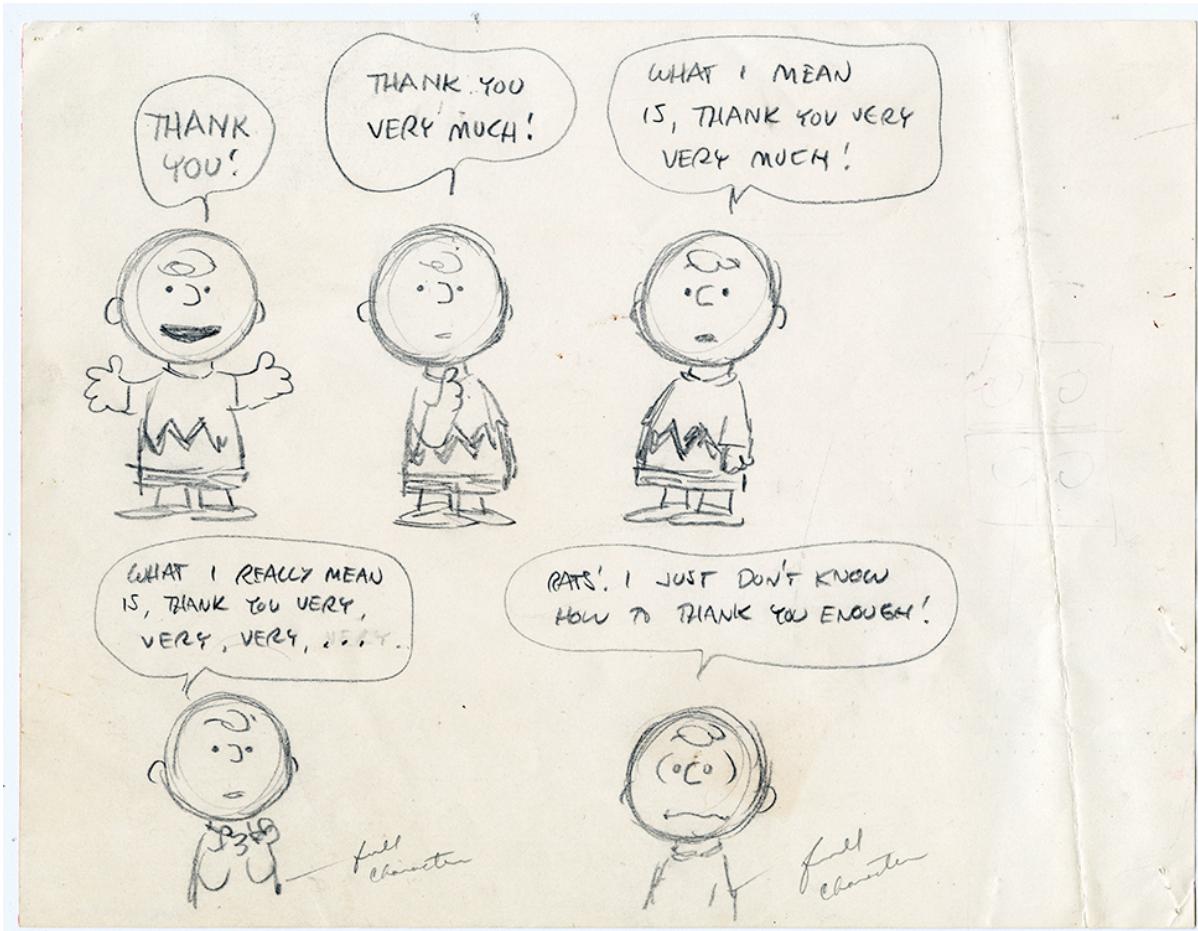
As a young greeting card writer and designer for Hallmark Greeting Cards in Kansas City in 1959, Arnold Shapiro realized that the comic strip he had been reading daily for years would be the perfect match for his company. But convincing his colleagues was a different story. “What is this round-headed kid and goofy looking dog?” J.C. Hall, the founder of Hallmark, was known to have remarked to Shapiro at the time.

“This is a story of a fan who landed himself in the center of something he loved,” said Curator Benjamin L. Clark. “Through a series of clever interventions, Shapiro paved the way for *Peanuts* to become the Hallmark staple that it is today.”

*Greetings, Charlie Brown!* takes visitors into the early days of the partnership and features a display of original prototype sketches by Schulz and product mock-ups straight from Shapiro’s own collection, including some of the first cards ever produced by the company.

To date, Hallmark has produced over 150 billion *Peanuts* products, including greeting cards, partyware, and holiday ornaments, and sold them in over 40 countries around the world.

"At its heart, *Peanuts* is all about human nature, which is the very essence that greeting cards try to capture," said Clark. "Arnold Shapiro was able to see this potential in a format that really hadn't been done before, and in the process had one of the largest impacts of any fan of *Peanuts* in the brand's history."



Charles M. Schulz, graphic and ink concept drawing, circa 1960. Courtesy of the Charles M. Schulz Museum and Research Center, Santa Rosa.

## ABOUT

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

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

**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

**MEDIA CONTACT**

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