

CHARLES M.

SCHULZ

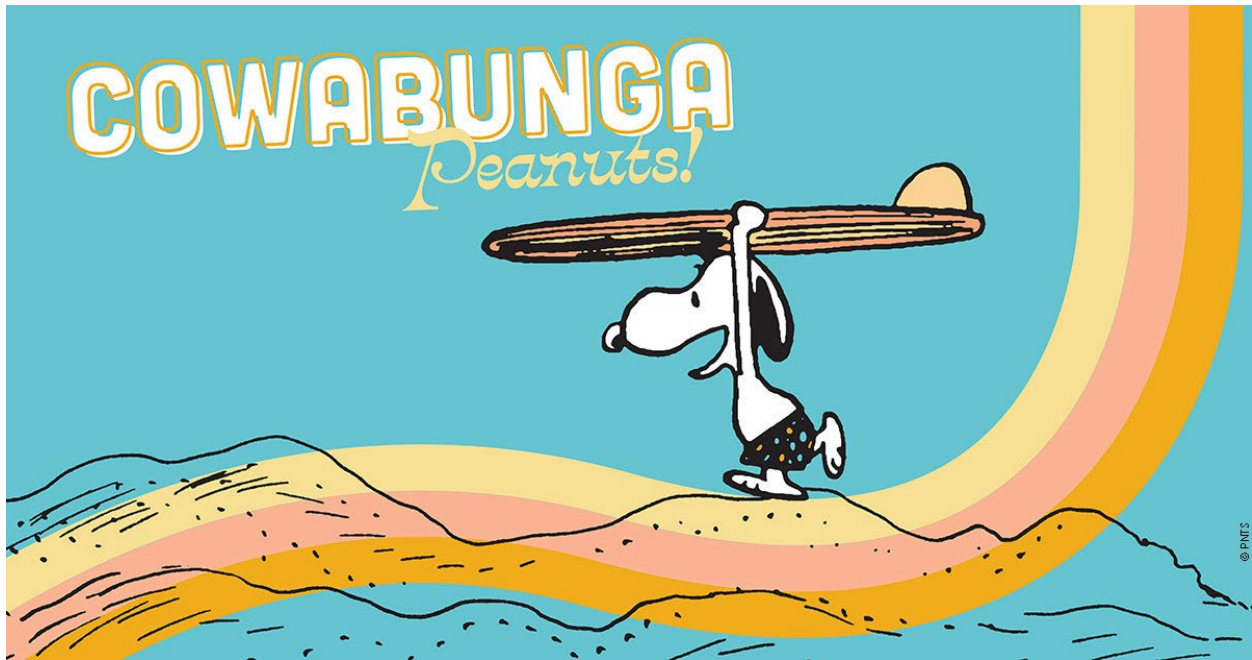
MUSEUM

Released: May 16, 2024

Contact:
Stephanie King, Marketing Director
stephanie@schulzmuseum.org
707-284-1268

Cowabunga, Peanuts!

New beach-themed exhibition offers an endless summer of fun with the *Peanuts* gang.



SANTA ROSA, Calif.—The Charles M. Schulz Museum invites visitors to catch a wave of nostalgia this summer with its exhibition *Cowabunga, Peanuts!* on view now through September 11, 2024. Chock full of original *Peanuts* comic strip art, animation clips, vintage toys, archival photos, and more, the exhibition dives into the rise of beach culture in the 1960s and follows Snoopy and the *Peanuts* gang as they head to the coast for their own sun-soaked adventures.

“The Schulz Museum is often a ‘bucket list’ trip for many of our visitors, and we wanted to have some sun and fun waiting for everyone who comes to see us this summer,” Curator Benjamin L. Clark said.

Schulz and his family moved to Sonoma County, California, in 1958. The exhibition explores the cultural moment in the years soon after when beach life became a pop culture phenomenon and “California cool” pervaded music, movies, television, fashion, and realms beyond. “Even fans who lived hundreds of miles from a saltwater beach were ‘California dreaming’ and surfing the sidewalks on skateboards,” Clark said. “Schulz was no exception—he found inspiration in this newfound fascination, bringing the California coastline, surfing lingo, and beach lifestyle to his *Peanuts* characters.”

The early 1960s was also when *Peanuts* found its own surge in popularity, and the comic strip made its way off the page and into animation, products, and more. Included in the exhibition are surfing clips from the animated features *Charlie Brown’s All-Stars!* (1966) and *Snoopy Come Home* (1972), plus vintage *Peanuts* memorabilia, Snoopy skateboards, and family snapshots of Schulz at

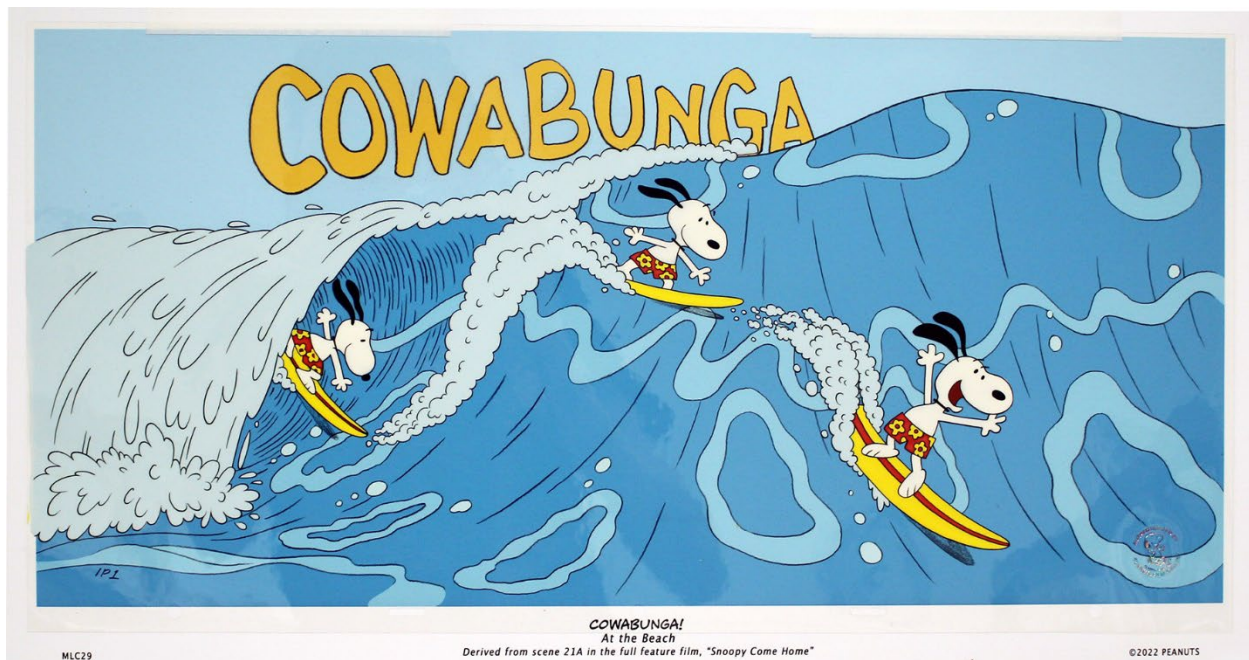
the beach and skateboarding with his kids. Over 30 *Peanuts* comic strips and original drawings are on view, with themes ranging from beach balls to Snoopy's legendary surfing escapades (and inevitable wipeouts) and even Schulz's cheeky nod to the summer blockbuster film *Jaws*.

The exhibition also shines a light on a pivotal moment in *Peanuts* history. Following a series of letters from a schoolteacher asking Schulz to introduce a Black character, Schulz expanded his cast and introduced Franklin in July 1968. The exhibition shares an original *Peanuts* comic strip from the historic multi-day storyline where Charlie Brown and Franklin first meet on the beach. "Schulz saw the beach as a neutral place where everyone could meet and interact, build sand castles, and have fun," said Clark. "It was the start of an immediate, warmhearted friendship."

The exhibition features a 1985 Cheerios commercial showing the two friends surfing while Snoopy sunbathes, and visitors can also watch the newest *Peanuts* animated feature, *Snoopy Presents: Welcome Home, Franklin* (AppleTV+), playing daily in the museum theater. The Schulz Museum will host a panel discussion with the creative team behind the new animated special on July 20, including cartoonist Robb Armstrong and Craig Schulz.

Additionally, famed big-wave surfer Jeff Clark loaned several historic surfboards from his collection to the exhibition, including a 1964 "Duke Kahanamoku" longboard and some of Jeff Clark's own history-making designs. The acclaimed surfer will speak at the Schulz Museum on Saturday, May 18, to share his experiences pioneering the massive waves at Mavericks, California. On Saturday, August 3, the Schulz Museum will celebrate its 22nd anniversary with a day of beach-themed family activities inspired by the exhibition. Details for these events are below.

Cowabunga, Peanuts! is generously sponsored by GoGo squeeZ and Sea Ranch Abalone Bay.



Larry Leichliter, Bill Melendez Productions, Inc., *Cowabunga! At the Beach*. Limited edition production cel derived from scene 21A in the full feature film *Snoopy Come Home* (1972). © 2022 Peanuts Worldwide LLC



Charles M. Schulz and the four younger Schulz children (left to right: Craig, Monte, Amy, and Jill) spend an afternoon at the beach, October 1963. © Schulz Family Intellectual Property Trust, courtesy of the Charles M. Schulz Museum, Santa Rosa, CA



Charles M. Schulz and his daughter Jill ride skateboards down their Sebastopol, California, driveway, mid-1960s. © Schulz Family Intellectual Property Trust, courtesy of the Charles M. Schulz Museum, Santa Rosa, CA



Scan of original *Peanuts* comic strip, July 28, 1966. From the collection of the Charles M. Schulz Museum, Santa Rosa, CA. © Peanuts Worldwide LLC



Scan of original *Peanuts* comic strip, August 2, 1968, featuring Charlie Brown, Franklin, and Sally. From the collection of the Charles M. Schulz Museum, Santa Rosa, CA. © Peanuts Worldwide LLC



Licensed *Peanuts* products from the collection of the Charles M. Schulz Museum, Santa Rosa, CA. Left: © Determined Productions/PNTS. Right: © 1973 Colorforms, Inc./PTNS

SUPPORTING EVENTS

Events subject to change. Visit schulzmuseum.org/calendar for current information.

Saturday, May 18, 1:00 pm

Find Your Wave with Big-Wave Surfing Legend Jeff Clark

Join renowned big-wave surfer Jeff Clark as he shares his experiences pioneering the massive waves at Mavericks, California. Clark was named one of the “world’s best big-wave riders” by *Surfer* magazine and one of the “100 bravest people in the U.S.” by PBS. He will discuss the science of waves, how to do dangerous things safely, and trusting your instincts. *Cost: Included in museum admission. Free for Members.* [More >>](#)

Saturday, July 20, 2:00 pm

Welcome Home, Franklin

Celebrate over 55 years since Franklin’s debut in the *Peanuts* comic strip with a screening and discussion of the newest animated special, *Snoopy Presents: Welcome Home, Franklin* (AppleTV+). Writer and *JumpStart* cartoonist Robb Armstrong, director Raymond S. Persi, and writer and executive producer Craig Schulz will share their inspiration, ideas, and process. Moderated by Marissa Nance, founder and CEO of Native Tongue Communications. A screening of the animated special will take place at 1:00 pm. *Cost: Included in museum admission. Free for Members.* [More >>](#)

Saturday, August 3, 10:30 am–3:00 pm

Cowabunga, Schulz Museum!

Celebrate the 22nd anniversary of the Schulz Museum with a day of beach-themed family fun. Create your own surfing Snoopy and other hands-on activities; meet and learn about the Marine Mammal Center and the Environmental Discovery Center; draw with Emmy Award®-winning cartoonist Joe Wos throughout the day; and enjoy free giveaways from GoGo SqueeZ. Also, join Wos at 11:00 am as he draws 26 ocean animals from A-Z in under 26 minutes with suggestions from the audience, followed by a book signing. *Cost: Included in museum admission. Free for Members.* [More >>](#)

ALSO ON VIEW

Peanuts Evolution: The 1960s

Through November 4, 2024

schulzmuseum.org/peanuts-evolution-the-1960s

In this 1960s installment of the *Peanuts* Evolution exhibition series, view over 50 original *Peanuts* comic strips from the Schulz Museum’s collection and discover how this vibrant decade shaped the *Peanuts* comic strip we all know today. Snoopy climbs atop his doghouse and transforms into so much more than a dog, Linus seeks out the Great Pumpkin, Lucy opens her Psychiatric Booth, and new characters are introduced, including Peppermint Patty, Franklin, and an unnamed “little birdie” who just won’t go away.

Snoopy in Orbit

Through July 13, 2024

schulzmuseum.org/snoopy-in-orbit

Into space with NASA in the 1960s, aboard the International Space Station, and now around the Moon as the zero-gravity indicator for the Artemis I mission—Snoopy has flown further than any human astronaut! See the historic Snoopys, now safely home on Earth, alongside other never-before-exhibited space-flown *Peanuts* artifacts!

ABOUT THE SCHULZ MUSEUM

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

The Charles M. Schulz Museum and Research Center opened in 2002 to fulfill its mission of preserving, displaying, and interpreting the art of Charles M. Schulz, the creator of *Peanuts*, and building an understanding of cartoon art. Located 50 miles north of San Francisco in Sonoma County, California—where Schulz lived and worked for over 40 years—the Schulz Museum features the largest collection of original *Peanuts* comic strips in the world and presents changing exhibitions and programming for all ages. The museum also provides reference services and supports a robust traveling exhibition program. For more information, visit schulzmuseum.org.

HOURS & ADMISSION

Weekdays: 11:00 am–5:00 pm*

Weekends: 10:00 am–5:00 pm

**Closed Tuesdays from Labor Day through Memorial Day*

Museum Members, children 3 and under: Free

Adults: \$12.00

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

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

EBT Cardholders (with card; up to 4 people): \$2.00

Military: \$1.00 off admission

###