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PRESS RELEASE  
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**Charlie Brown, Snoopy, and the *Peanuts* Gang  
Come to Town in the New Exhibition — *The Life and Art of Charles M. Schulz***

**Learn about Charles Schulz's life and how he created the world's most popular comic strip**

**[July 31, 2024, Graham NC]** – Charles Monroe Schulz brightened the world for 50 years with his *Peanuts* comic strip, which debuted October 2, 1950. With Snoopy, Charlie Brown, and the rest of the lovable *Peanuts* gang, Schulz explored the emotional territory of friendship, disappointment, faith, and tolerance. He was an artist and a storyteller who transformed images of everyday life into art that captured the humor, vulnerability, and dignity of the human spirit. Through *Peanuts*, Schulz connected the world with his drawings and stories. *The Life and Art of Charles M. Schulz* explores Schulz's personal history and his role as the sole inspiration and artistic talent behind *Peanuts* and its unique cast of characters. Schulz once proclaimed, "It seems beyond the comprehension of people that someone can be born to draw comic strips, but I think I was." The exhibition will open at **Alamance Arts** and runs from **November 2, 2024 thru January 17, 2025 with special preview opening events on November 1, 2024.**

The exhibition follows Schulz from his Minnesota roots to his life in California and tracks the development of the characters that make up the unique world of *Peanuts*. Thirty *Peanuts* comic strips, Schulz quotes, and photographs illuminate the story behind the creation of this most popular and influential cartoon strip. Comic strips by George Herriman (*Krazy Kat*), Milton Caniff (*Terry and the Pirates*), and Elzie C. Segar (*Thimble Theatre Starring Popeye*) shed light on how these prominent cartoonists influenced Schulz as a young artist and reveal the contrast of Schulz's drawing style to the elaborately illustrated cartoons popular during the early 20th century.

"Comic strips are an art form: a means of expressing an idea of a great truth in an abbreviated space," Schulz noted in 1985. He was "master of the slight incident" and broke new ground for newspaper cartoons by using innovations such as Lucy's psychiatric booth, Linus' security blanket (a term Schulz coined), Snoopy's dog house, and Schroeder's music. He profoundly influenced several generations of



cartoonists with his spare graphic style and subtle sense of humor. “With intelligence, honesty, and wonderfully expressive artwork, Charles Schulz gave the comics a unique world of humor, fantasy, warmth, and pain that completely reconfigured the comic strip landscape,” wrote Bill Watterson, creator of *Calvin and Hobbes*, in 1989.

Schulz revolutionized the art of the comic strip through his single-handed dedication to the art, wit, and wisdom of *Peanuts*. For 50 years he researched, wrote, designed, and drew each *Peanuts* strip that appeared in daily and Sunday newspapers, producing nearly 18,000 strips. From the comic strip’s humble beginnings in 1950, appearing in only seven newspapers, *Peanuts’* popularity and influence grew rapidly. By 2000 it was the most successful comic strip in newspaper history, appearing in over 40 languages, in 75 countries, in more than 2,600 newspapers, with over 355 million readers. The strip and its characters were also the inspiration for nearly 50 television specials, two plays, four movies, a symphonic concerto, many books, and thousands of licensed products. *Peanuts* products became a billion-dollar worldwide industry, and Schulz became the highest paid, most widely read cartoonist in history.

Schulz officially retired in December 1999 and always intended that the strip would retire with him. On February 12, 2000, at age 77, just hours before the final *Peanuts* strip appeared in Sunday newspapers, Charles Schulz died at his home in Santa Rosa, California. The next morning, tributes ran in newspapers around the world, including one from then-U.S. President Bill Clinton in *USA Today*: “The hopeful and hapless Charlie Brown, the joyful Snoopy, the soulful Linus, even the crabby Lucy, give voice, day after day, to what makes us human.” In the February 28, 2000, edition of *People* magazine, Rheta Grimsley Johnson, author of the 1989 biography *Good Grief: The Story of Charles M. Schulz*, observed, “He showed there was a market for innocence. People may be seduced by glitter, sophomoric stunts and shock radio, but deep down we all yearn for something simple and profound that will endure. He gave that to us.”

*The Life and Art of Charles M. Schulz* is curated by the Charles M. Schulz Museum and Research Center in Santa Rosa, California, U.S.A.

#### **ABOUT ALAMANCE ARTS**

November 1956 marked the beginning of the Alamance County Arts Council. There is little written history about this humble beginning, but the local Community Council helped to establish the art association. Alamance Arts is a nonprofit organization that is committed to shaping the cultural identity of Alamance County by making art a tangible presence in the lives of its residents. Alamance Arts strives to enhance the quality of life by engaging people in a diverse array of art through the delivery of programming and education and through the provision of facilities, advocacy, promotion and funding. Alamance Arts is in the Historic Captain White House, located at 213 S. Main Street in Graham, NC – just



off exit 147. You can learn more about Alamance Arts, what we do and are about at [www.alamancearts.org](http://www.alamancearts.org).

#### **ABOUT THE CHARLES M. SCHULZ MUSEUM AND RESEARCH CENTER**

Open since 2002, the Charles M. Schulz Museum and Research Center is located in Santa Rosa, California, U.S.A. and houses the largest collection of historical artifacts and original artwork by and about Charles M. Schulz in the world. The Schulz Museum features more than 6,000 square feet of gallery space; a re-creation of Schulz's studio office; outdoor gardens and exhibitions (including a Snoopy labyrinth and a kite-eating tree); a 100-seat theatre; a research library and archives; and an education building with hands-on activities and classes. For more information on the Charles M. Schulz Museum and Research Center, please visit [www.schulzmuseum.org](http://www.schulzmuseum.org).

#### **Peanuts Image Use:**

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#### **Social Media Approvals:**

ALL social media approvals must go through Peanuts Worldwide, LLC no later than 5 business days before the post is to go live. All approvals will be addressed within 5 business days. Submit social media posts, including all copy text and images to: [Social.Approvals@peanuts.com](mailto:Social.Approvals@peanuts.com)

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When using a comic strip, please remove the United Feature Syndicate copyright line, and replace with the following:

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OR

Detail from Peanuts [strip date] © [year of strip] Peanuts Worldwide LLC

Example: Detail from Peanuts May 5, 1964 © 1964 Peanuts Worldwide LLC

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Please be sure to credit *Peanuts* as follows:



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*Peanuts* January 25, 1999 - © 1999 Peanuts Worldwide LLC



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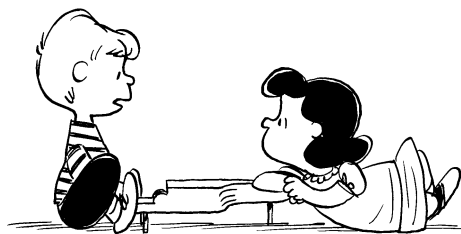
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### ***Peanuts Characters***

All Character Images: © [current year] Peanuts Worldwide LLC



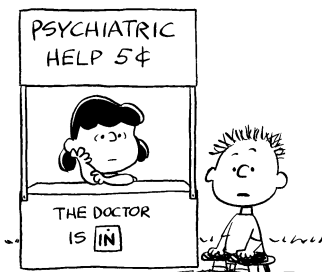
The *Peanuts* Gang



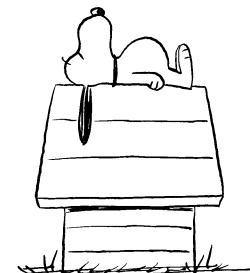
Schroeder and Lucy



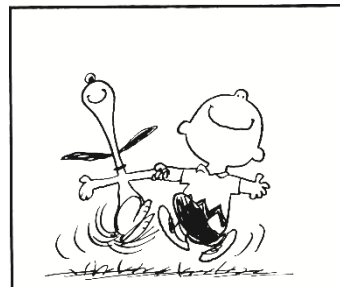
Snoopy standing on Linus's security blanket



Lucy giving advice at the Psychiatric Booth.



Snoopy sleeping on his doghouse



Snoopy and Charlie Brown doing the happy dance



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Elmer Hagemeyer and Charles M. Schulz,  
circa 1944



Charles M. Schulz and the *Peanuts*



Charles M. Schulz, circa 1956  
Photographer Frank Ross,  
staff photographer at *The Saturday Evening Post*

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