



ARCHIVES PLAZA • 1020 O STREET, SACRAMENTO, CA 95814 • CaliforniaMuseum.org

FOR IMMEDIATE RELEASE:

November 18, 2015

*** MEDIA ADVISORY ***

Free admission & family fun featured in "A Charlie Brown Christmas Party" on Saturday, December 12th

Free admission to all current exhibits, special appearance by Snoopy, mobile adoptions by Sacramento SPCA, hands-on activities for kids & more to follow Sacramento Santa Parade

Sacramento, Calif., (Nov. 16, 2015) – Members of the public are invited to celebrate the holiday season on Sat., Dec. 12, 2015 at the California Museum's "A Charlie Brown Christmas Party." Following the Museum's participation in the Sacramento Santa Parade, the event features free admission from 12:00 to 4:00 p.m. as a part of public programming for "Pigskin Peanuts," a traveling exhibit from the Charles M. Schulz Museum exploring the cultural legacy of "Peanuts" by legendary cartoonist and California Hall of Fame inductee Charles M. Schulz. Scheduled festivities include:

- **Free admission to "Pigskin Peanuts"** plus all current Museum exhibits
- **Special appearance by Snoopy**
- **Happiness is a warm Christmas puppy adoptions** by Sacramento SPCA
- **Complimentary refreshments** from IKEA West Sacramento
- **Hands-on activities** for kids of all ages
- **Snoopy Plate registrations** by California Association of Museums
- **10% off all "Peanuts" items** in Museum Store
- **Free parking for Museum visitors** in 10th & O Streets lot

WHAT: "A Charlie Brown Christmas Party" at the California Museum

WHEN: Sat., Dec. 12, 2015 from 12:00 to 4:00 p.m.

WHERE: California Museum, 1020 O Street (corner of 10th & O Streets), Sacramento CA 95814

CONTACT: Brenna Hamilton, Communications & Marketing Director, (916) 651-0934 bhamilton@californiamuseum.org

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RELATED PROGRAMMING:

"Pigskin Peanuts"

Sept. 12, 2015-Jan. 3, 2016

Featuring the iconic "Fall Classic" — Lucy pulling the ball away from Charlie Brown as he runs up to kick it, "Pigskin Peanuts" is a traveling exhibit from the Charles M. Schulz Museum in Santa Rosa, CA chronicling the enduring cultural legacy of the world's most popular comic strip through a display of over 50 football-themed strips and ephemera in celebration of its 65th anniversary on October 2, 2015. Published in over 2,600 newspapers in 75 countries from October 2, 1950 through February 13, 2000, "Peanuts" by Charles M. Schulz is regarded as one of the most influential and well-written comic strips in history. For more information, visit CaliforniaMuseum.org/Pigskin-Peanuts.

"The Peanuts Movie" 2-for-1 Admission

November 6, 2015-January 3, 2016

Bring your ticket stub from the all new 3D feature film "The Peanuts Movie" (2015) to receive 2-for-1 admission to view *Pigskin Peanuts*, a traveling exhibit from the Charles M. Schulz Museum now open at the California Museum -- a savings of up to \$9.00 on the cost of admission for 2. Offer valid Nov. 6, 2015 through Jan. 3, 2016 and limited to 1-time ticket stub use only. For more information, visit CaliforniaMuseum.org/Peanuts-Movie.

"Pigskin Peanuts" Holiday Camp

Nov. 23-25, 2015 & Dec. 21-23, 2015 | 9:00 a.m. to 4:00 p.m.

Ideal for kids ages 6-12, this new holiday day camp offers participants engaging learning experiences as they explore the world's most popular comic strip, Charles M. Schulz's *Peanuts*. A combination of hands-on activities related to the traveling exhibit *Pigskin Peanuts* and visits to local sites, daily itineraries include drawing cartoons, ice skating and more! Light snacks included, and extended care sessions are available from 7:00-9:00 a.m. or 4:00-6:00 p.m. for an additional \$35.00 each. Admission: \$150.00 per camper plus free kids' Cub Club membership with early registration by 5:00 p.m. on Sept. 30, 2015. For more information, visit CaliforniaMuseum.org/Peanuts-Camp.

ABOUT CHARLES M. SCHULZ MUSEUM & RESEARCH CENTER:

The Charles M. Schulz Museum & Research Center opened in August 2002 to fulfill its mission of preserving, displaying, and interpreting the art of Charles M. Schulz. The museum carries out this mission through changing exhibitions and programming that: build an understanding of cartoonists and cartoon art; illustrate the scope of Schulz's multifaceted career; communicate the stories, inspirations and influences of Charles M. Schulz; and celebrate the life of Charles M. Schulz and the *Peanuts* characters. For more information, please visit SchulzMuseum.org.

ABOUT CALIFORNIA MUSEUM

A self-supporting 501(c)3 non-profit, the California Museum — home of the California Hall of Fame — educates visitors on California's rich history and unique contributions to the world through ideas, innovation, the arts and culture. Through interactive, engaging exhibits and programs, the Museum inspires visitors to make their own mark on history. Open Tues.-Sat. 10:00 a.m. to 5:00 p.m.; Sun.: 12:00 p.m. to 5:00 p.m.; closed Monday. Admission: adults \$9.00; college students & seniors \$7.50 with valid ID; youth 6-17: \$7.00; children 5 and under free. For more information, visit CaliforniaMuseum.org.

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Press images available online at: CaliforniaMuseum.org/photo-gallery/Pigskin-Peanuts

Media Inquiries: CaliforniaMuseum.org/media-inquiries