



**FOR IMMEDIATE RELEASE**

Photos and high resolution images available at [www.calmuseums.org/snoopypress](http://www.calmuseums.org/snoopypress)

**PRESS CONTACTS:**

Celeste DeWald  
(831) 471-9970 x102  
[cam@calmuseums.org](mailto:cam@calmuseums.org)

Jessica Duong  
(916) 319-2408  
[Jessica.Duong@asm.ca.gov](mailto:Jessica.Duong@asm.ca.gov)

**SNOOPY LICENSE PLATE CAMPAIGN REACHED GOAL**

*Peanuts and museum fans have 48 hours left to pre-order a plate*



(San Diego, CA / December 16, 2015) A statewide campaign to put Snoopy on California license plates and help fund the state's museums has achieved its goal. More than 7,500 Californians have submitted pre-paid applications for the Snoopy license plate, which clears the way for the California Department of Motor Vehicles to make the license plate available to California motorists for \$50. A portion of the cost of the initial plate and all proceeds of Snoopy plate renewal will be used to help support California's museums.

Even though the 7,500-plate goal has been reached, it's not too late to pre-order a Snoopy plate and get one-time discounted or free admission to over 85 participating museums for a year. The opportunity to pre-order a Snoopy plate and get these "Beagle Backer" benefits has been extended for two days, from December 16 through December 18. The plates (and discount museum pass) make a great holiday gift.

News of the additional 48 hours to pre-order a Snoopy plate will be announced by Assembly Speaker Toni G. Atkins (D-San Diego) and others at a press conference Wednesday, December 16 in San Diego.

"Beagle Backer Passes are an attractive benefit for people who care about museums," said Celeste DeWald, Executive Director of the California Association of Museums. "We want Snoopy plate holders to explore many of the museums they've supported with their purchase." The Beagle Backer Pass currently has a retail value worth nearly \$1,200. The benefits are valid during the first year that the Snoopy license plate is in production.

The Snoopy license plate program will support a competitive grant program administered by the California Cultural and Historical Endowment (CCHHE) to benefit California's museums. Regular plates cost \$50, with a \$40 annual renewal cost, while personalized plates are \$98, with a \$78 annual renewal cost. The plates will benefit the state's museums, including art and history museums, zoos, aquariums, children's museums, and science centers.

“Buying a Snoopy license plate is a great way to support California’s cultural heritage,” said California Secretary for Natural Resources John Laird, chair of the CCHE board. “The California Cultural and Historical Endowment has a 10-year history of preserving California’s cultural heritage through grants to over 150 projects throughout California.”

Assembly Speaker Atkins represents the Assembly on the CCHE board. She authored legislation signed by Governor Edmund G. Brown Jr. that created the grant program to be funded by the Snoopy plates.

“Once the plates are in production and people begin to see them on the roadways, we expect orders to increase exponentially,” said Speaker Atkins. “Revenue from the plates will help museums fulfill their educational missions and serve Californians. Our museums are an important part of our history and culture—that’s why we have to keep them strong and in place for future generations.”

The Snoopy plate also is an opportunity to honor Peanuts creator Charles M. Schulz, a renowned California artist.

“My husband, Charles Schulz, frequently visited museums and got ideas and inspiration for his life and work as the creator of the Peanuts comic strip,” wrote Jean Schulz, the widow of Charles Schulz and President of the Charles M. Schulz Museum, in an opinion piece. “He was an example of the millions of Californians who learn about the past, the natural world, and creativity through unique museum experiences.” Jean Schulz, the Schulz family, and Peanuts Worldwide are generously giving royalty-free rights for the use of the drawing for this license plate. Charles Schulz was also inducted into the California Hall of Fame this year.

A press event with Speaker Atkins, San Diego City Councilmember Todd Gloria, creator of the “Luann” comic strip Greg Evans and others – including Snoopy – will be held at the San Diego Natural History Museum on Wednesday, December 16, at 11am to announce the two additional days for Californians to pre-order a Snoopy plate and get free or discounted museum admission for a year.

Visit [www.snoopyplate.com](http://www.snoopyplate.com) to learn more about the program and to pre-order your Snoopy license plates and support California’s museums.

*The California Cultural and Historical Endowment (CCHE) was established in 2003. CCHE grants have helped to preserve the many historic treasures that are California’s cultural legacy. Current funding for CCHE projects is from voter-approved Proposition 40 bonds from the California Clean Water, Clean Air, Safe Neighborhood Parks, and Coastal Protection Act of 2002. Approximately \$122 million was appropriated to CCHE to distribute competitively for the acquisition, restoration, preservation and interpretation of historical and cultural resources. <http://resources.ca.gov/cche/>*

*The California Association of Museums (CAM) is a non-profit service organization representing the interests of California’s museums, including art and history museums, aquariums, natural history museums, science centers, children’s museums, zoos, cultural centers, and botanical gardens. CAM assists California museums in fulfilling their missions as educational and research institutions that interpret and preserve art and cultural and scientific collections for public benefit. [www.calmuseums.org](http://www.calmuseums.org)*

*The PEANUTS™ characters and related intellectual property are owned by Peanuts Worldwide LLC, a joint venture owned 80% by Iconix Brand Group, Inc. and 20% by members of the Charles M. Schulz family. Iconix Brand Group, Inc. owns, licenses and markets a growing portfolio of consumer brands. The company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution from the luxury market to the mass market in both the U.S. and worldwide. Through its in-house business development, merchandising, advertising, and public relations departments Iconix manages its brands to drive greater consumer awareness and equity.*

©Peanuts Worldwide LLC

###