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FREQUENTLY ASKED QUESTIONS

What is the Snoopy special interest license plate?

The Snoopy special interest license plate is the key to establishing a new and self-sufficient grant program to support the success of California museums. The sale of these plates will establish and contribute to a designated fund within the State of California.

Each plate features a reproduction of an original Snoopy drawing by Charles Schulz and the phrase "museums are for everyone".

How does the special interest license plate program work?

Once the minimum of 7,500 pre-paid orders has been collected, the names and deposits will be given to the Department of Motor Vehicles (DMV) to begin producing the plate. If the plate does not receive 7,500 within the first year, the State will provide a refund or purchasers can choose to wait for a second year to see if the plate will reach 7,500 pre-paid orders and be produced.

How can Californians get a Snoopy license plate?

Pre-paid orders are now being accepted on www.snoopyplate.com. When 7,500 people have completed the application and paid the corresponding fees, the plates will go into production.

How much does the plate cost?

Snoopy interest license plates are \$50 initially and then \$40 per year to renew. Purchasers may choose to have the plate personalized for a higher fee (\$98 the first year and \$78 to renew). This is an additional cost to a regular license plate and will be added to the plate purchaser's car registration form. A portion may be considered a [charitable contribution that is tax deductible](#).

How will California museums benefit from these plates?

The proceeds generated from the sales of Snoopy special interest license plates will go into a designated fund to be administered by the California Cultural and Historical Endowment (CCHE), which will be used to support a new grant program for museums in California.

Why is Snoopy on a plate that benefits museums?

Jean Schulz, the widow of Peanuts cartoonist Charles Schulz, founded a museum in Santa Rosa in honor of her husband called the Charles M. Schulz Museum. Based on this experience, she recognized the need for additional funding for California museums. To help meet this need, Schulz and Peanuts Worldwide, as the copyright holders, are generously giving royalty-free rights to benefit museums. The vast popularity of Snoopy and PEANUTS will help sell this plate to California residents and send the message that museums are for everyone.

Why should Californians support museums?

Museums are truly special places, anchors of communities where families, friends and neighbors can meet, learn and discover together. California has an incredible variety of great museums that serve a truly diverse range of interests and specialties – from art museums and aquariums to history museums, zoos, science centers, and children’s museums.

Who is responsible for the Snoopy plate?

The concept started with the [California Association of Museums](#) and their Board and staff worked with Jean Schulz, the State of California, and other stakeholders for many years. The [California Cultural and Historical Endowment](#), a state entity, is the state sponsor of the Snoopy Plate Program and will administer the funds and the grant program.

Who can I contact for more information?

For additional information or inquiries, please contact Celeste DeWald, Executive Director, California Association of Museums, at cam@calmuseums.org or (831) 471-9970 x102.