November 2, 2026

For immediate release:

Large wreaths, Christmas trees, and decorations of Snoopy dressed as Santa welcomes you.
A special space, available only during this season, filled with Christmas spirit.
Snoopy Museum Tokyo
Starting Sunday, November 1, the seasonal event “HAPPY CHRISTMAS” begins.

Snoopy Museum Tokyo kicked off its seasonal event, “Happy Christmas,” on Sunday, November 1, 2026.



Christmas is a familiar theme from the *Peanuts* strip. Decorating the tree and the doghouse, writing Christmas cards, and hanging up stockings to wait for Santa Claus... The comic depicts the characters eagerly anticipating Christmas and the gang enjoying fun moments together. At Snoopy Museum Tokyo, the Christmas season is also the most popular time of year, attracting the highest number of visitors*. *Based on seasonal visitor numbers

This Christmas, we’ll bring you the warm, festive spirit of the *Peanuts* strip through special decorations and exhibitions unique to the museum. The *Peanuts* gang appears on the facade, singing Christmas carols. At the entrance, a large wreath and Christmas tree—boldly decorated to envelop the ticket counter—welcome visitors. Furthermore, on the second floor at “Mini Fuka Park,” we’ve unveiled seasonal decorations that light up the whole room for the first time since the area opened. Don’t miss the space illuminated by warm light from lights suspended from the ceiling, as well as decorations featuring Snoopy playing with the lights and using his nose as a makeshift light.

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The museum shop, "BROWN'S STORE," has introduced new limited-edition "Happy Christmas" merchandise. We also plan to hold special events, such as Snoopy and Belle greeting sessions.
The "Happy Christmas" event runs through Sunday, December 25. Please enjoy a heartwarming experience filled with Christmas spirit at Snoopy Museum Tokyo.

<Main Decorations and the related *Peanuts* strip>





1994/12/4 © Peanuts Worldwide LLC





1951/10/9 © Peanuts Worldwide LLC



1951/12/25 © Peanuts Worldwide LLC





1998/12/12 © Peanuts Worldwide LLC

Original Merchandise



The standout item among the new merchandise is a tree tapestry featuring artwork that really gets you in the Christmas spirit. Not only can you easily enjoy the holiday atmosphere just by displaying it in your room, but you can also hang ornament mascots or seasonal socks to create your own unique arrangement. This item is sure to make the time leading up to Christmas even more fun and festive.
The lineup also includes other items that are easy to display and enjoy, such as die-cut stickers, postcards, and stick balloons. Experience a Christmas celebration unique to Snoopy Museum Tokyo.

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Seasonal Merchandise

- Tree Tapestry (1 type, 6,160JPY)
- Ornament Mascots (2 types, 1,980JPY)
- Seasonal Socks (4 types, 1,760JPY)
- Sticker set CHRISTMAS (1,760JPY)

All prices include tax.






Distribution of Original Christmas Stickers



All visitors to the museum will receive an original sticker available only during this season. There are five different designs in total, and they will be distributed at random.
*While supplies last.

"Snoopy Badge Workshop" Limited-Edition Designs Now Available



You can create your very own original pin badge by adding alphabet stickers in the same Schulz font used in the comic to a randomly selected design and writing your name or other text on it. No reservation is required—this is a workshop you can easily join on the day of the event.

Cost: 700 yen (tax included)
*Payment is accepted via credit card or transit IC card only.

In addition, the "Happy Christmas" limited-edition design is now available at our daily rotating workshops for "Snoopy Mascot Tag" and "Snoopy Plush"! Please check the official website for details.

We're hosting a Snoopy and Belle meet-and-greet event!



On Saturday, November 14, Snoopy and Belle will be making an appearance at Snoopy Museum Tokyo! We'll be hosting a special meet-and-greet to welcome you all. This will be Belle's first-ever appearance at the museum.

・Event Times: 10:00–10:30 / 12:00–12:30 / 15:00–15:30 (tentative)
*Guests with advance tickets for the greeting session will be given priority admission.
*Holders of annual passes and same-day tickets may not be able to enter the museum during the event times depending on crowd conditions, so we

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recommend reserving an advance ticket for the desired time slot in advance.
*Please check the official website for other important notes.
・Location: Snoopy Museum Entrance (tentative)

■Ticket Sales Information
Tickets are now on sale via e+! We recommend purchasing advance tickets to ensure a smooth entry.
https://eplus.jp/sf/word/0000136396

<About Snoopy Museum Tokyo>
●Location: 3-1-4, Tsuruma, Machida-city, Tokyo
●Hours: Weekdays: 10:00-18:00 (Last admission 17:30) Weekends: 10:00-19:00 (Last admission 18:30)
*August 13th to 16th will be open until 19:00.
●Closed on: January 1st, February 16
●Access: 4 min walk from Minami-Machida Grandberry Park Station, Tokyu-denen Line
●Phone number: 042-812-2723
●Website: https://snoopymuseum.tokyo/
●Social media: Instagram（@snoopymuseumtokyo）、Facebook （@snoopymuseumtokyo）、
Twitter（@snoopy_m_tokyo）
●Online store: https://online.snoopymuseum.tokyo/

- About Peanuts & CMSM template below:

About Peanuts
The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 80% owned by the Sony Group, and 20% owned by the family of Charles M. Schulz. First introduced to the world in 1950 in the Peanuts comic strip, Charlie Brown, Snoopy and the rest of the gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV, fans of all ages celebrate the brand around the world through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. Peanuts recently celebrated its 75th Anniversary with unprecedented worldwide exhibitions and activities, collaborations, digital marketing campaigns, and more.

ABOUT THE CHARLES M. SCHULZ MUSEUM AND RESEARCH CENTER
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 Santa Rosa, California, 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, and follow along @schulzmuseum on Facebook, Instagram, and Twitter.

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■**Related Links (English Version)**

Snoopy Japan Official Website
http://www.snoopy.co.jp/
Snoopy Japan Official Facebook Page "Snoopy Japan"
https://www.facebook.com/SnoopyJapan
Snoopy Japan Official X Account "Snoopy Japan"
https://x.com/snoopyjapan
Snoopy News Japan Official X Account "Snoopy News Japan"
https://x.com/snoopy_jp_info
Snoopy Japan Official Instagram Account "SNOOPY in Dailylife"
https://www.instagram.com/snoopyindailylife
Snoopy Official TikTok Account "Snoopy and the PEANUTS Gang [Official]"
https://www.tiktok.com/@peanuts_jp

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