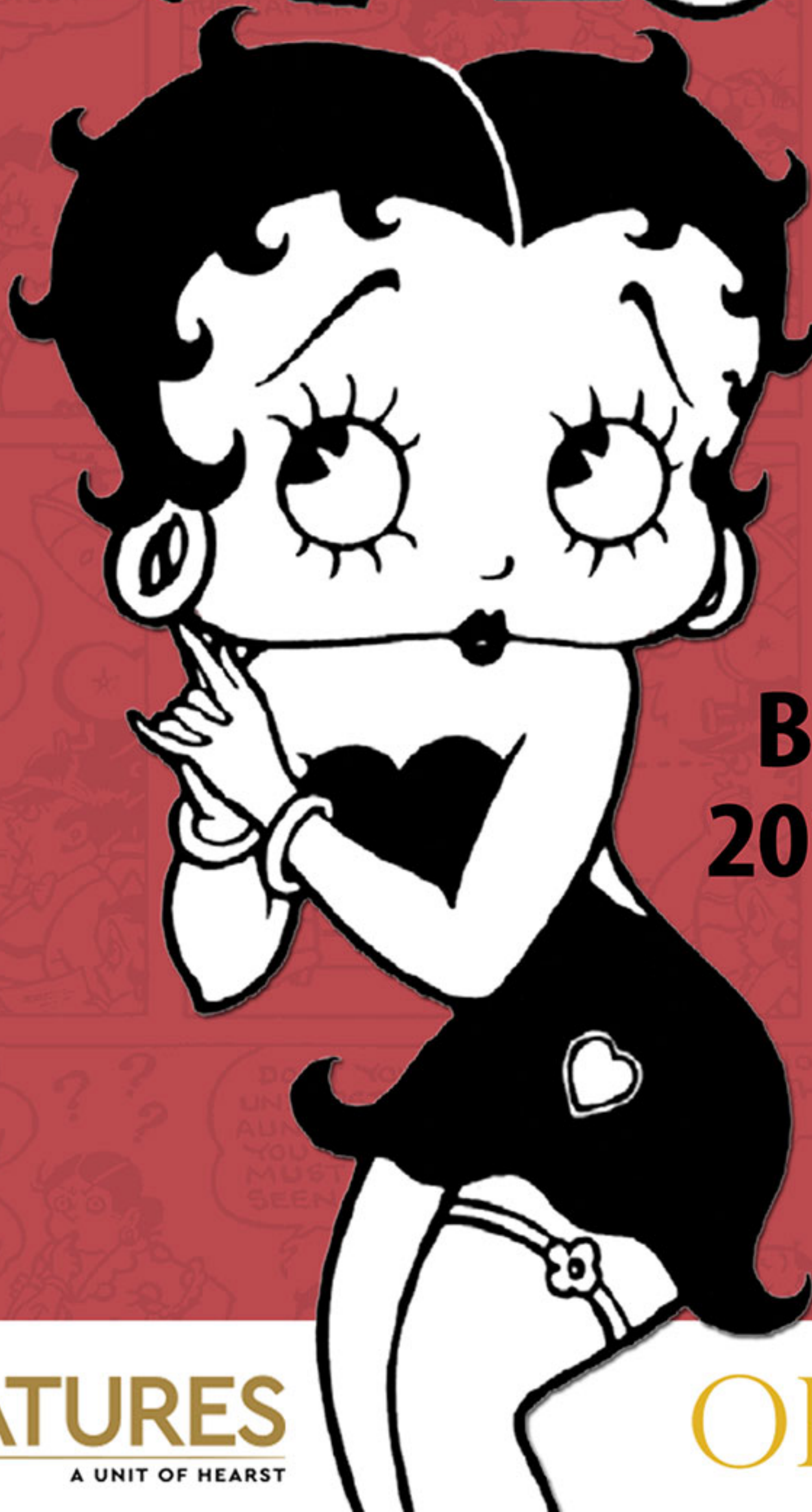


The Anniversary

# EXHIBITION

Celebrating 90 years of Animated Independence and Style

# BETTY BOOP



**BOOKING  
2019 - 2021**

**KING FEATURES**  
A UNIT OF HEARST

**OPAR, INC.**



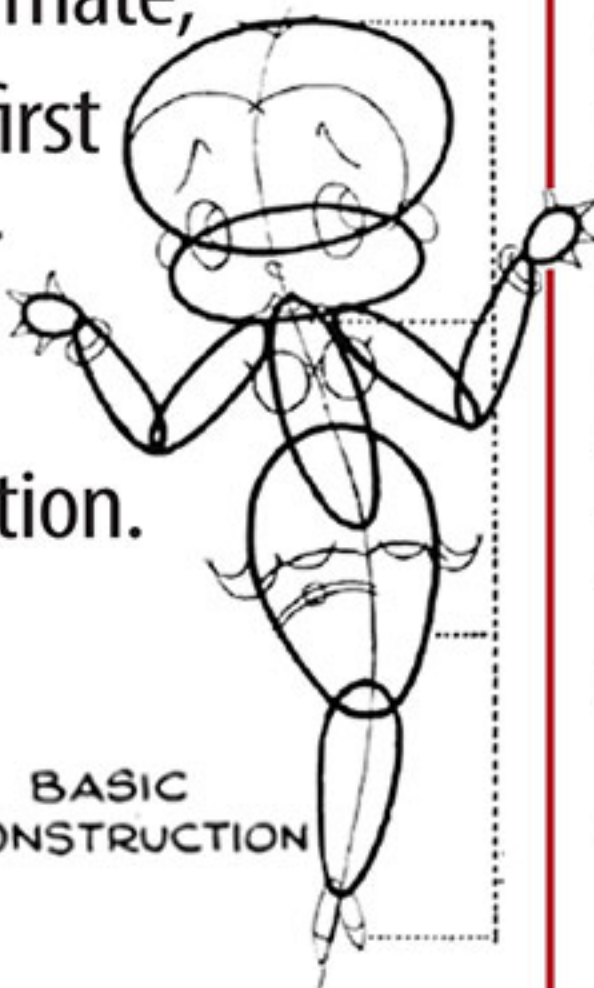
# The Anniversary

EXHIBITION



**BETTY BOOP™**

At 90 years young, the flapper with the coquettish look and the ageless tagline "Boop-Oop-a-Doop" that made her a household name continues to be adored by a whole new generation. True to today's cultural climate, Betty Boop remains the first female cartoon character imbued with ambition, drive and self-determination.



Now, in the first touring exhibition celebrating this remarkable cultural icon, Opar, Inc. (Dr. Seuss, The Muppets, Babar, Sendak, Star Trek, Hans Christian Andersen, etc.) and King Features (Garfield, Prince Valiant, Beetle Bailey, Popeye, Flash Gordon, Dennis the Menace, Blondie and Dagwood, etc.) are teaming up to present a comprehensive retrospective of this celebrated character and her cultural impact.



Booking now for mid-2019 through 2021



# The Anniversary

# EXHIBITION

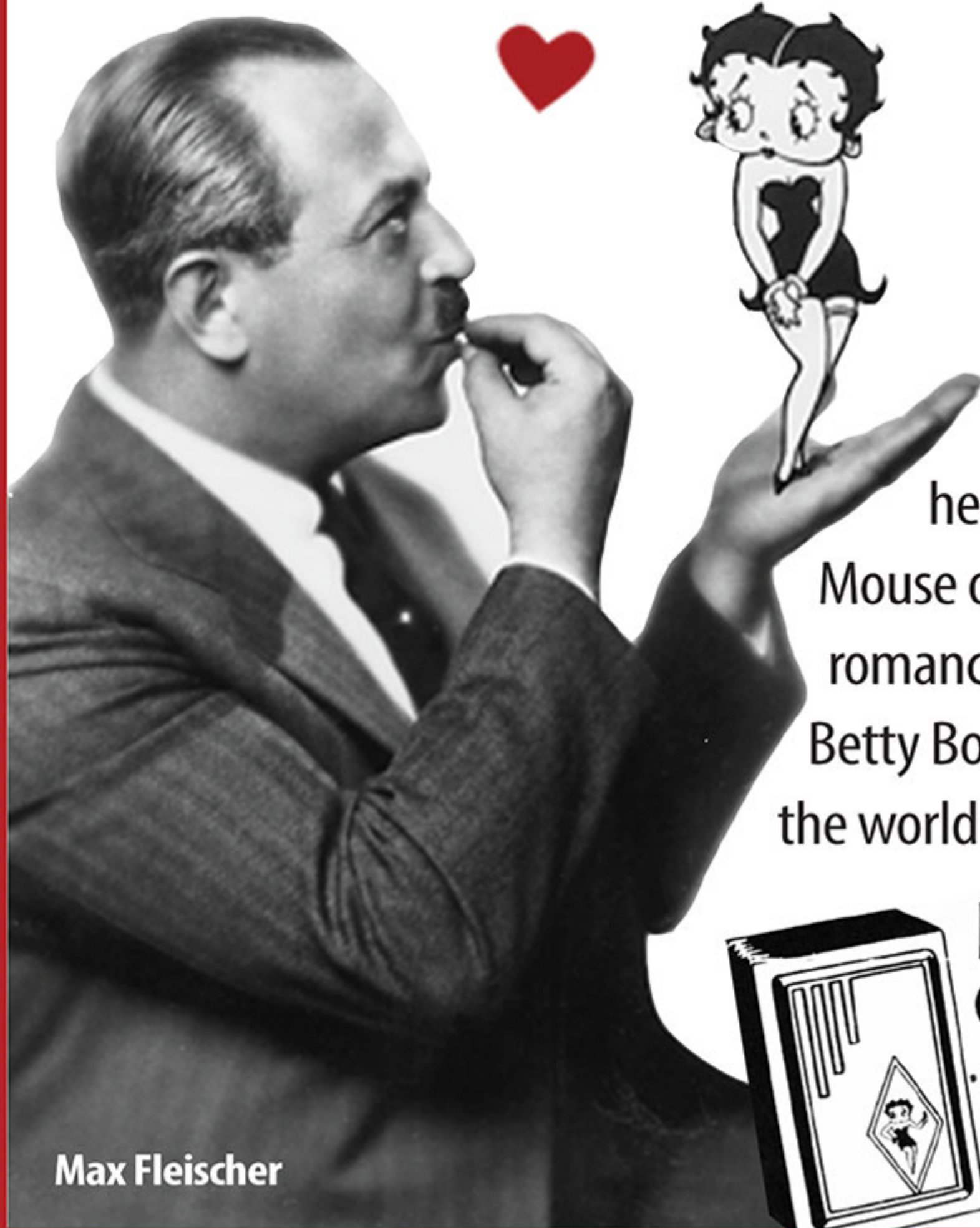
Some 90 years ago, this animated irresistible femme fatale with a distinctive voice and signature expressions first captured the hearts of the American public. Introduced in a famous cartoon with Cab Calloway, "Minnie the Moocher", Betty sang, flirted and wiggled her way into history – contributing to a cultural evolution that can be said to include MTV, Madonna, Lady Gaga, and, perhaps the "me too" movement more than 90 years later.

betty boop  
CANDY



Betty Boop is the foremost leading lady in the history of animation.

She is unique in that she is not defined by her relationship to a male character, like Minnie Mouse or Olive Oyl. Although many potential suitors romanced her over the years, she never tied the knot. Betty Boop continues to captivate admirers around the world as a resolutely independent woman.



**PLAYING CARDS**

Perfect for Gifts!  
Grand for Prizes!





# The Anniversary

# EXHIBITION

Sporting those spit curls and batting her eyelashes, Betty Boop was never the helpless innocent—

in fact she was a young career woman who stood up for herself and if necessary, fought off unwanted male advances. In a prescient 1932 animated film, she tackled the issue of sexual harassment in the workplace, when, after a circus ringmaster demands her affection in order to keep her job, she rebuffs him

and scoffs: "He couldn't take my Boop-Oop-a-Doop away!" Later that year, in the short "Betty Boop for President," she enters the male-dominated world of politics and confronts bias and a rigged election.

America's Newest Fad

**betty boop**  
**DANCER**





# The Anniversary

# EXHIBITION



PERFUMED  
**betty boop**  
**SOAP**  
The Greatest Exploitation  
Idea of All Times!



Like Mickey Mouse, Betty Boop was a pioneer in the monetizing of a cartoon character with extraordinary success in the production of branded merchandise on a global basis. Along with Mickey Mouse and Popeye, she helped establish a burgeoning industry in character fashion, toys, games, books and candy.

Today, Betty Boop branded couture is one of the highest revenue streams in the pop fashion industry.

**Capitalize on BETTY BOOP'S Popularity!**



**betty boop**  
**HANDKERCHIEFS**

Here's the "Hanky" that took America by storm



# The Anniversary

## EXHIBITION

# BETTY BOOP

Featuring animated films, biographical information, cultural context, celebrity commentary, original art, couture, memorabilia and interactive content, the exhibition is designed to place this ageless character in the changing social and cultural landscape that took her from the Jazz Age, the Depression, the Hayes Commission controversies, WWII, the Rock and Roll 50's, the Woodstock era, the Anti-war 70's, through the Feminist Revolution, the Punk Rock and MTV 80's to the Internet and Global Reach 90's and beyond.

The exhibition presents an engaging family-friendly graphic and didactic narrative of the creation, development and ongoing success of a unique character in the history of popular culture.



It combines animation and comic strip history, the creation of an early breakout feminist character, the evolving nature of her story lines, the phenomenon of one of very few characters that stood the test of time, and the impact of this animated star of fashion, style and independence over 90 years.



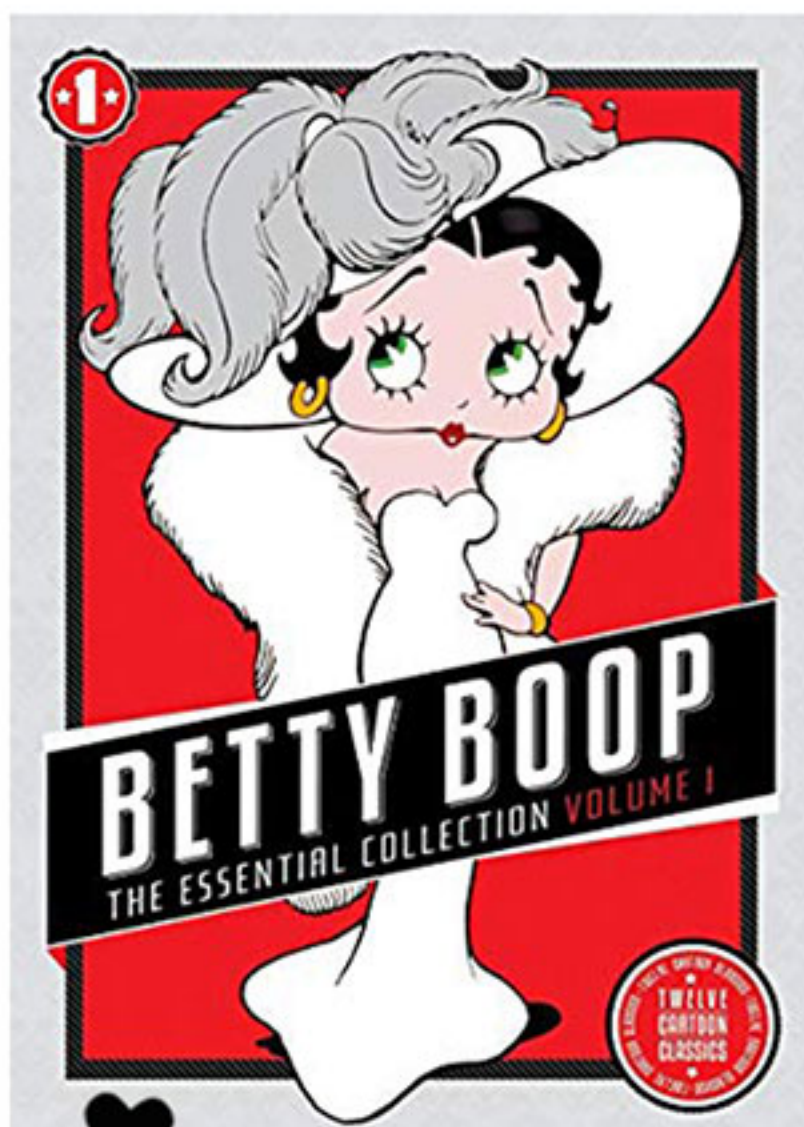
# The Anniversary

# EXHIBITION

# ♥ Betty ♥ Boop™

## Exhibition Sections Include

- ♥ Max Fleischer and the Birth of Betty
- ♥ Themes, Characters and Highlights – Betty Becomes a Star
- ♥ Betty Boop through the Decades
- ♥ Court Cases, Controversies & Challenges
- ♥ The Style of Betty Boop – Betty Boop Inspired Fashion
- ♥ Betty Goes International
- ♥ Everybody Loves Betty – Celebrity Commentaries
- ♥ The Betty Boop Industry
- ♥ How Betty Boop Changed the Animated Representation of Female Characters – the anti-Minnie Mouse





# The Anniversary

# EXHIBITION

# Betty Boop™

Booking Now for Mid-2019  
through 2021

## Space Required

2000 sq. ft.

## Retail

Available

## Security

Standard – 24-hour alarms

## Special Requirements & Conditions

Power for display units  
All media is designed to avoid  
sound encroachment

## Full Program Support & Referral

Fashion Shows and style events  
Film Festival  
Voice competition  
20's Cabaret and Jazz events

## Display Elements

Didactic panels, Flat screens  
and videos, standing figures,  
costumes, framed and  
matted art, graphic and  
interactive elements

For further information on booking, contact

**Steven Brezzo, Opar, Inc.**

**sbrezzo@aol.com or (646) 460-3670**



# The 90th Anniversary

# EXHIBITION

# Betty Boop™

## Tour Calendar

**\*November 22, 2019 to January 5, 2020**

**January 24, 2020 to March 8, 2020**

**March 27, 2020 to May 3, 2020**

**May 22, 2020 to July 5, 2020**

**July 24, 2020 to September 6, 2020**

**September 25, 2020 to November 8, 2020**

**\*November 27, 2020 to January 10, 2021**

**January 29, 2021 to March 14, 2021**

**April 2, 2021 to May 16, 2021**

**June 4, 2021 to July 18, 2021**

**August 8, 2021 to September 19, 2021**

**October 8, 2021 to November 21, 2021**

**\*December 10, 2021 to January 23, 2022**

**\*Holiday Rates Apply**

