



# the PEE WEE PRESS



official publication of the PEE-WEE HERMAN FUN CLUB

**WEATHER**

Aaaarrrrr!!! Hi everyone!  
We have lots of cool Fun Club  
stuff in this issue! Including  
my cool **NEW** Pee-wee  
brand clothes from  
J.C. Penney! Hurry  
up and buy some, o.k.?  
Ha-Ha! Hope you  
enjoy the Holidays  
and Happy New Year!

your pal,  
Pee-wee Herman



## RANDY'S GOSSIP

Okay, so you all know about Pee-wee's latest, greatest, real keen news! The Pee-wee Herman Brand clothing and merchandise line is available this holiday season at Pee-wee's Playhouse shops at JCPenney stores.

To introduce everyone to these fantastic fashions, a fashion show and luncheon launched the multi-million dollar promotion on October 29. In a large, festive tent set up next to the Pee-wee Playhouse, street dancers and acrobats performed lively production numbers, staged and directed by Toni Basil.

During the holiday promotion, Pee-wee and JCPenney will be working together to benefit two charitable organizations: the United States Marine Corps Reserve's "Toys for Tots" campaign and the Child Welfare League of America.

Major General William C. Groeniger of the U.S.M.C. Reserve (ret.) was on hand to induct Pee-wee as an honorary Private in the Marine Corps Reserve in recognition of his being named national chairman of the 1989 "Toys for Tots" campaign. JCPenney will sponsor that campaign nationally with toy drop-off bins located in the Playhouse shops at their stores throughout the promotion.

The Child Welfare League of America, a national association of more than 500 leading child welfare agencies in the United States and Canada, is solely devoted to improving services for deprived and neglected children. JCPenney plans to donate proceeds totaling \$300,000 from the sales of Pee-wee calendars and greeting cards to the Child Welfare League of America. Wow!

Pee-wee's Playhouse shops will be set up in JCPenney stores across the country from November 5 through December 24, 1989. To ensure authenticity, the store displays were designed in conjunction with the television show's set designer, Gary Panter.

The shops feature a wide array of exclusive fashion apparel and accessories for children and young adults, as well as accessories for the home. And Pee-wee himself was instrumental in the design of all the merchandise.



cont. on  
inside...