

For Immediate Release:

JULIEN'S AUCTIONS ANNOUNCES PROPERTY FROM THE LIFE AND CAREER OF BETTY WHITE



A Collection of the Multi-Emmy Award Winning First Lady of Television, Beloved "Golden Girl" and Television Pioneer Featuring Memorabilia, Scripts, Awards, Fine Jewelry, Wardrobe, Personal Items and More from the Legendary Actress' Illustrious Eight Decade Life and Career in Entertainment to Shine in Three-Day **Auction Event**

Exhibitions Stops at The Museum of Style Icons at the Newbridge Silverware Visitor's Centre, Newbridge, Co. Kildare, Ireland, August 1st-September 11th, and Julien's Auctions September 19th-September 22nd

Worldwide Exhibition Preview of Collection to Set Sail on Exclusive Queen Mary 2 Transatlantic Voyage Presented by Julien's Auctions and Cunard August 5th-12th

LIVE AUCTION: SEPTEMBER 23rd – 25th. 2022 IN BEVERLY HILLS

Beverly Hills, California - (April 6th, 2022) - Julien's Auctions, the world-record breaking auction house to the stars, proudly presents PROPERTY FROM THE LIFE AND CAREER OF BETTY WHITE, an exclusive presentation and celebration of the legendary actress and cultural icon's extraordinary life and eight decade spanning career taking place live in a three-day auction event Friday, September 23rd, Saturday, September 24th and Sunday, September 25th, 2022 at Julien's Auctions in Beverly Hills and online on juliensauctions.com.



On offer is an exclusive collection of over 1,500 lots featuring the Hollywood icon's awards, scripts, wardrobe and memorabilia from her iconic television shows and films, as well as furnishings, artwork, fine jewelry, household and personal items from her beloved homes in Brentwood (photo left) and Carmel, California.

American actress, comedian, television pioneer, producer, animal advocate and author, Betty White was one of the most beloved entertainers of the 20th and 21st centuries. Born in Oak Park, Illinois on January 17, 1922, and moving with her parents to Los Angeles when she was a toddler, White's career was launched not long after she graduated high school. After voicing commercials and performing in a few radio shows, she was invited to co-host a new kind of entertainment program -Hollywood on Television with Al Jarvis. She eventually took over the hosting duties in 1952. Following, she became the first woman to produce a sitcom, Life With Elizabeth, in which she also starred. With her company Bandy Productions, she became one of the rare women with power in Hollywood during the early days of television. (photo right: White's director chair from The Golden Girls)



White's director chair from The Golden Girls

NATIO	BURBANK STUDIOS 3200 OLIVE AVENUE, BURBANK (See Map on Reverse Side)	INC.
WEDNESDAY	N B C Presents THE BETTY WHITE SHOW	зтиріо З
14	Starring PETTY WHITE with Frank DeVol and The Four Jokers CHILDREN ADMITTED	SHOW TIME 9:30 A.M.

In 1951, she was nominated for her first Emmy award as Best Actress, the first of her career total of 21 Emmy nominations. Throughout the decade, she broke more ground as a producer on her own show, daytime television's The Betty White Show, which featured Arthur Duncan, an African-American tap dancer, whom White refused to remove from her show despite threats from Southern stations to boycott the program due to his casting, and made history by featuring the first African-American variety television program regular. She also appeared as Vickie Angel, a newlywed in the television

comedy Date With the Angels from 1957-58, and began a nineteen-year run as host and commentator of the Rose Parade broadcast. Later she would also narrate the Macy's Thanksgiving Day Parade for ten years with Lorne Greene from 1963-72. (photo top left: original taping ticket to *The Betty White Show*)

In the 1960s, her comedic gifts and celebrity stardom would earn her the title "the first lady of game shows" with her recurring guest appearances on What's My Line?, To Tell the Truth, and the daytime game show Password, hosted by Allen Ludden (White's future husband) and further popularity as a talk show favorite on late night television, sketches on

The Tonight Show Starring Johnny Carson, as well as on the big screen, in her role as a senator from Kansas in Otto Preminger's 1962 Advise & Consent. In 1973, White guest appeared in the fourth season of the classic television series The Mary Tyler Moore Show. Her portrayal as the man hungry careerist Sue Ann Nivens opposite her longtime friend Mary Tyler Moore turned into a regular character on the series which she would play for the next four years and would go on to become one of White's most iconic roles, winning her two consecutive



Emmy awards for outstanding continuing performance by a supporting actress in a comedy series. (photo above:

White's 1976 Emmy awards envelope announcing her as the winner in the Outstanding Supporting Actress in a Comedy Series category)



Throughout the 70s and 80s, White would continue her reign on television, starring in her own series, The Betty White Show, playing the character actress Joyce Whitman, appearing in notable skits opposite her good friend Carol Burnett on The Carol Burnett Show, making celebrity guest appearances on I've Got a Secret, Match Game, The \$25,000 Pyramid and winning a Daytime Emmy for outstanding game show host for Just Men! in 1983.

Framed Photo of The Golden Girls

ACADEMY OF TELEVISION ARTS & SCIENCES

Honors

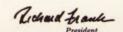
BETTY WHITE

THE GOLDEN GIRLS
ROSE THE PRUDE
SEPTEMBER 28, 1985
NBC

Nominated for

OUTSTANDING LEAD ACTRESS IN A COMEDY SERIES

1985 - 1986 TELEVISION ACADEMY AWARDS



In 1985, White's popularity and superstardom soared to even greater heights in the other iconic role of her career: the naive and sweet widow Rose Nylund in *The Golden Girls*. For her role in the classic comedy series about four senior single women living together in Miami, White was nominated consecutively in the lead comedy series actress category from 1986 through 1992 throughout the Emmy and Golden Globe award winning series' seven-year run, and won the Emmy award for outstanding leading actress in a comedy series in 1986. Co-starring Bea Arthur, Rue McClanahan and Estelle Getty, the show made history as all four stars received an Emmy award, making The Golden Girls one of only four sitcoms in Emmy history to achieve this record and has been ranked as one of the Best Series of All Time on industry lists from TV Guide to Writers Guild of America. The critically acclaimed series became a pop culture phenomenon spawning fan merchandise such as custom Trivia Pursuit and Monopoly games, apparel and wine glasses as well as fans selfidentifying themselves with the characters Blanche, Dorothy, Sophia, or Rose. After the series run, The Golden Girls spawned the 1992 spinoff series The Golden Palace with White, McClanahan, and Getty reprising their roles. White also reprised her Golden Girl character in guest appearances on

other NBC shows, *Empty Nest* and *Nurses*. *The Golden Girls* continues to attract a new generation of fans today singing along to its famous theme song "Thank You for Being a Friend" with its heavy rotation on streaming services and channels. (photo left: White's 1985-1986 Emmy Award nomination certificate for *The Golden Girls*)

Throughout the 90s, White appeared in many television series including *Bob, Maybe This Time, Ally McBeal, That '70s Show, St. Elsewhere*, as well as TV movies and received Emmy nominations for her guest appearances on *Suddenly Susan, The Practice* and *Yes, Dear.* She won a Hall of Fame Emmy honor in 1995 and won another Emmy award in 1996 for Outstanding Guest Actress in a Comedy Series, appearing as herself on *The John Larroquette Show.* She also played memorable film roles in 1999's *Lake Placid* and *The Story of Us,* 2003's *Bringing Down the House,* 2010's *You Again* and in some of TV's biggest shows, playing Catherine Piper in *Boston Legal* from 2005-08 and Ann Douglas in *The Bold and the Beautiful* from 2006-09.

In the following decade, White's superstardom and career surged and gained even more momentum when she starred in the film *The Proposal* with Sandra Bullock and Ryan Reynolds and in the TV series Hot in Cleveland. Playing her other iconic role of Elka Ostrovsky, a caretaker of an apartment of three 40something friends, Hot in Cleveland ran for six seasons and earned White a supporting actress Emmy nomination in 2011 (photo right: White's 2010-2011 Emmy Award nomination certificate for Hot in Cleveland) as well as three Screen Actors Guild Award nominations in 2011, 2012 and 2013, winning the SAG award the first two times for outstanding performance by a female actor in a comedy series.

At the age of 88, White's ubiquitous celebrity presence and persona on social media, film and television made her an even



bigger pop culture icon, as she became the subject of a viral fan-based Facebook campaign to host Saturday Night Live where her appearance on May 8, 2010 (as the oldest person to ever host SNL) garnered 12 million viewers and her fifth career Emmy award win. She also appeared in a Snickers Super Bowl commercial, guest appeared in My Name Is Earl, 30 Rock, Community, The Middle, and received more Emmy nominations as the host of the reality show Off Their Rockers.



A lifelong animal lover and advocate, White would often guip that she "had to do her show business to keep up with her animal business." Her work to raise awareness and funds for animal wellness included involvement with both the LA Zoo and Morris Animal Foundation as a board member and trustee, along with participation in several other charities around the world. Her official fan club, Bets' Pets, raised money for local animal shelters and rescue groups. She was never happier than when show business and animal business combined, as happened with the 1971 Pet Set which White created, produced and hosted. The series featured interviews with fellow celebrity animal advocates Doris Day, Bob Barker, Jimmy Stewart, and others, along with their personal pets. Beyond her love of animals, Betty had an appreciation and respect for the environment. A

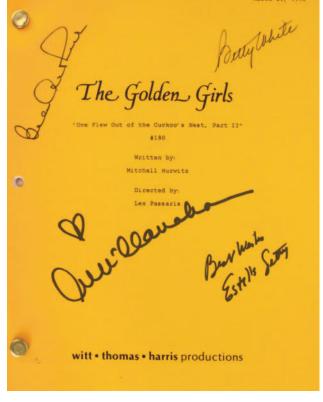
true highlight of her life occurred in 2010 when she was named an honorary forest ranger by the National Forest Service. She said, "Wilderness is getting harder and harder to find these days... [we're] almost to the point of no return. In my heart I've been a forest ranger all my life, but now I'm official." (photo left: large framed photograph of White embracing

She was the author of several books including her 2010 memoir Here We Go Again: My Life in Television; the 2011 New York Times bestseller If You Ask Me: (And Of Course You Won't); Betty & Friends: My Life at the Zoo; Betty White in Person and Together: A Shared Vision and The Leading Lady: Dinah's Story, both co-written with Tom Sullivan, and more.

Some of the distinguished honors bestowed on White include 21 Primetime Emmy nominations with a total of five Primetime Emmy Award wins and one Hall of Fame honor, a Daytime Emmy award and a Daytime Emmy Lifetime Achievement Award honor, a Grammy Award, two Screen Actors Guild Awards and a Screen Actors Guild's Life Achievement Award honor, a Charlie Chaplin Britannia Award for Award for Excellence in Comedy, three American Comedy Awards (including a Lifetime Achievement Award in 1990), two Viewers for Quality Television Awards,

inductions into the Television Hall of Fame in 1988 and 1995, a People's Choice Award for TV Icon, a Guinness Book of World Record in 2013 for longest TV career for a female entertainer, a star on the Hollywood Walk of Fame and many more. (photo below left: White's numerous awards) White's career was celebrated in the 2018 PBS documentary Betty White: First Lady of Television. Just a few days before her milestone centennial birthday celebration, White passed away on December 31, 2021 at the age of 99 years old in Los Angeles.

Highlights of Betty White's collection pertaining to her legendary career in show business include (with estimates): White's original director chair from The Golden Girls set (\$1,000-\$2,000); The Golden Girls pilot first draft script, read by White when considering taking the part of Rose (\$1,000-\$2,000) as well as The Golden Girls production used pilot script, signed by White (\$1,000-\$2,000) (photo right); a production used script for part one of the finale of *The Golden* Girls, "One Flew Out of the Cuckoo's Nest," signed by guest star Leslie Nielsen accompanied by a script for part two signed by Betty White, Bea Arthur, Rue McClanahan, and Estelle Getty (\$600-\$800); a plaque from Sunset Gower Studios/Stage 2, where The Golden Girls was shot, commemorating the end of the series (\$500-\$700); a large number of production used scripts for The Mary Tyler Moore Show, The Golden Girls, and Hot in Cleveland, some with annotations by White (\$500-\$700 each lot); an envelope from the 1976 Primetime Emmy Awards, announcing the nominations for Outstanding Supporting Actress in a Comedy Series and the winner, Betty White on The Mary Tyler Moore Show (\$400-\$600); an





original framed The Mary Tyler Moore Show cast photograph featuring a plaque engraved "Betty," with a handwritten note from Mary Tyler Moore and Grant Tinker, gifted to White at the end of the series (\$800-\$1,200); a goodbye plaque from the cast and crew of The Betty White Show (\$500-\$700); her many awards and nomination certificates such as her Screen Actors Guild Lifetime Achievement award (\$800-\$1,200); her 1994 Television Academy Hall of Fame award (\$800-\$1,200); her 2015 People's Choice Award for "Favorite Icon" (\$800-\$1,200); her Emmy Award nomination certificates for The Golden Girls, Saturday Night Live,

and Hot in Cleveland (range \$300-\$700/lot); a

circa 1950's Tele-Views Award for Favorite Female Personality (\$500-\$700); an Academy of Television Arts and Sciences nomination certificate for "Best Daytime Program" for The Betty White Show (\$300-\$500); as well as original taping tickets for The Betty White Show, The Mary Tyler Moore Show, and The Pet Set; The Golden Girls cast gifts to the crew, engraved with the cast names Betty White, Bea Arthur, Rue McClanahan, and Estelle Getty; photographs, art, memorabilia, and awards related to White's extensive advocacy for animals, and more.



Cherished items from White's marriage to her beloved third husband Allen Lunden will be featured such as White's gold leaf design with brilliant diamond set wedding band (photo bottom right previous page) and a gold leaf design wedding band, worn by Allen Ludden, engraved on the interior: "6-14-63 I really do," in reference to their wedding June 14, 1963 at the Las Vegas, Nevada Convention Center (each lot \$600-\$800); a vintage Van Cleef & Arpels gold flower brooch with brilliant diamond and blue sapphire details, seen in photographs of White wearing on multiple occasions (\$14,000-\$16,000) (photo right); and an orange needlepoint director's chair decorated with owls and reading "Allen" on the seat back made by White for her husband.

White's fine jewelry and showstopping gowns worn to her many awards shows and publicity appearances will be offered such as her black and gold embellished Mignon gown worn to the 41st Annual Primetime Emmy Awards on September 17, 1989 accompanied by a photograph of White wearing the





gown with Mickey and Minnie Mouse and a taupe lace and satin gown worn by White to the 42nd Annual Primetime Emmy Awards on September 16, 1990 (each \$1,000-\$2,000) (photo left); an apricot gown with a fitted lace bodice with gold and silver lamè dots and chiffon skirt worn by White to the 27th annual Patsy Awards in 1977 and the 12th Annual People's Choice Awards in 1986 (\$800-\$1,200); a silky lavender dress with artistic white dots worn by White in 1986 publicity images for The Golden Girls and seen on the DVD cover of Betty White: First Lady of Television (\$600-\$800); a Saks Fifth Avenue black velvet long evening coat worn by White in 1974 to the International Broadcasting Awards dinner tribute to Mary Tyler Moore (\$600-\$800); a vintage turquoise silk chiffon gown worn by White at curtain call for the "Critic's Choice" play in 1962 at the Lakewood theatre in Maine, where she starred with her future husband, Allen Ludden (\$1,000-\$2,000); a 14 karat white gold necklace with a brilliant aquamarine sapphire gem pendant, worn by White to the 28th Primetime Emmy Awards held on May 17th, 1976 in Los Angeles where she accepted her second Emmy Award

for "Best Supporting Actress in a Comedy Series" for The Mary Tyler Moore Show and worn on multiple episodes of the series, including Season 5, Episode 14 titled "A Girl Like Mary," (\$1,000-\$2,000) (photo right); an engraved, 14 karat solid gold Adams watch owned and worn

by White engraved: "T.C.W. 12-25-40," the initials of Tess White, Betty White's mother, and seen in photographs of White wearing the watch in the early days of her career (\$1,000-\$2,000); a black soufflé gown embellished with jet-like pallettes worn by White to the Second Annual American Comedy Awards on May 17, 1988 at Hollywood Palladium (\$800-\$1,200); a Judith Lieber Labrador miniaudière (\$4,000-\$6,000) and others.





White's furnishings, home décor, artwork and items from her longtime Brentwood and Carmel homes will be highlighted including an early 20th century Wm. Knabe mahogany baby grand piano and bench filled with sheet music (\$3,000-\$5,000) (photo left); "Waiting For His Master," a 19th century Sir Henry Edwin Landsmeer oil on panel, in a giltwood frame featuring a charming King Charles spaniel by a velvet covered ottoman (\$10,000-\$20,000); the sunny yellow-painted front door from White's longtime Brentwood residence, complete with vintage brass cat door knocker (\$2,000-\$3,000); a large and beautiful decorative needlepoint wall hanging of exotic birds and butterflies which includes a photograph of White sitting while working on this needlepoint (\$4,000-\$6,000); a handmade papier-mache figurine of

Betty White and three of her dogs (\$400-\$600); a silver Tiffany & Co. square clock, gifted to Betty White for being the "KNX Newsradio Woman of the Year" in 1984 (\$1,000-\$2,000); and more.

"Betty White was a beloved national treasure and a cross generational icon who made us laugh for eighty years with her

illustrious work on film, radio and television classics such as The Mary Tyler Moore Show and The Golden Girls," said Darren Julien, President/CEO of Julien's Auctions. "We are honored to work with her Estate in this exclusive presentation of these precious artifacts and personal mementos from her storied life and career which will be offered for the first time at auction to the public, museum curators and her legions of fans worldwide."

In addition, Julien's Auctions and luxury cruise line Cunard will bring Betty White's historic collection to the high seas in an exclusive auction exhibition aboard flagship Queen Mary 2 on a Transatlantic voyage departing out of New York on August 5th and arriving into Southampton, UK on August 12th. (photo right: White's lavender dress worn in The Golden Girls publicity images)

"We are delighted to once again collaborate on a Transatlantic Crossing with our longtime partner, Julien's Auctions, and privileged to bring our guests such a special enrichment opportunity," said Jamie Paiko, vice president of Sales for Cunard North America. "Betty White epitomized warmth, grace and class, and we know our guests will be keen to learn more about the illustrious life of this beloved icon."

During the seven-night Transatlantic Crossing, guests will enjoy:

- ❖ A daily, rotating exhibit of the Property from the Estate of **Betty White Collection**
- Q&A with Darren Julien, President/CEO of Julien's Auctions and Martin Nolan, Executive Director of Julien's Auctions



For more information about **Cunard**, or to book a voyage, contact your Travel Consultant, call Cunard Line at 1-800-728-6273 or visit www.cunard.com.

Special exhibitions in Europe and the U.S. for the public to view highlighted items prior to the auction will be held at The Museum of Style Icons in Newbridge, Ireland from August 1st-September 11th and Julien's Auctions in Beverly Hills September 19th- September 22nd. A screening of the documentary Betty White: First Lady of Television will also be held on Tuesday, September 20th at 6pm Pacific Time at Julien's Auctions followed by a Q & A.

JULIEN'S AUCTIONS PUBLIC EXHIBITIONS

The Museum of Style Icons at Newbridge Silverware,

Athgarvan Road, Newbridge, Co. Kildare, Ireland W12 HT62 Exhibition: Monday, August 1st -Sunday, September 11th

Tickets: The exhibition is free to enter

Information: https://visitnewbridgesilverware.com/about-the-museum-of-style-icons

Julien's Auctions

257 N. Canon Drive Beverly Hills, CA 90210

Exhibition: Monday, September 19th-Thursday, September 22nd

11:00 a.m. - 5:00 p.m. Pacific Time

Free to the Public

Documentary Screening: Tuesday, September 20th

6:00 p.m. Pacific Time

Betty White: First Lady of Television with Q & A at Julien's Auctions

Free to the public.

RSVP required at info@juliensauctions.com

JULIEN'S AUCTIONS LIVE AND ONLINE AUCTIONS

PROPERTY FROM THE LIFE AND CAREER OF BETTY WHITE

Friday, September 23rd, 2022

10:00 a.m. Pacific Time

PROPERTY FROM THE LIFE AND CAREER OF BETTY WHITE

Saturday, September 24th, 2022

10:00 a.m. Pacific Time

PROPERTY FROM THE LIFE AND CAREER OF BETTY WHITE

Sunday, September 25th, 2022

10:00 a.m. Pacific Time

REGISTERING TO BID

Registration is required to bid in this online auction and can be done in person at the exhibition, or online before the sale at the JuliensAuctions.com Registration page to bid by phone, proxy or in person, or online at JuliensLive.com to bid live online, or by calling (310) 836-1818. For inquiries, please email info@juliensauctions.com or call 310-836-1818.

PLACING BIDS

There are four ways to bid in this sale:

- 1. Bid through Julien's Auctions Online Live in Real Time at JuliensLive.com.
- 2. Bid over the telephone through an auction house representative.
- 3. Bid in person in the room at our auction events
- 4. Bid in advance by absentee bid. Absentee bid forms are printed in the back of each catalogue, and are also available by calling Julien's Auctions or online by visiting www.juliensauctions.com/register-to-bid.

ABOUT CUNARD

Cunard is a luxury British cruise line, renowned for creating unforgettable experiences around the world. Cunard has been a leading operator of passenger ships on the North Atlantic, since 1840, celebrating an incredible 182 years of operation. A pioneer in transatlantic journeys for generations, Cunard is world class. The Cunard experience is built on fine dining, hand-selected entertainment and outstanding service. From five-star restaurants and in-suite dining to inspiring guest speakers, the library and film screenings, every detail has been meticulously crafted to make the experience unforgettable. Destinations include Europe, the Caribbean, the Far East and Australia.

For additional information about Cunard, contact:

Jackie Chase, Cunard, 310-926-7686, jchase@cunard.com

ABOUT THE MUSEUM OF STYLE ICONS AT NEWBRIDGE SILVERWARE

The Museum of Style Icons at the Newbridge Silverware Visitor Centre in Newbridge, Co. Kildare (Ireland) contains one of the most unique collections of fashion and cinema memorabilia in the world and welcomes over 350,000 visitors a year. The free to enter museum has several permanent exhibitions dedicated to design and style while celebrating some of the world's most iconic personalities from the worlds of fashion, film and entertainment. Just some of the legendary stars of film and television known worldwide whose garments, fashion and personal effects are on permanent display at the museum include Audrey Hepburn, Grace Kelly, Marilyn Monroe, Princess Diana, Elvis Presley, Elizabeth Taylor, The Beatles, Bob Dylan, Kim Kardashian and many others. It is open 7 days a week and admission is free.

For more see:

www.visitnewbridgesilverware.com or call +353 (0) 45 431301.

ABOUT JULIEN'S AUCTIONS

Julien's Auctions is the world-record breaking auction house. Collaborating with the famous and the exclusive, Julien's Auctions produces high profile auctions in the film, music, sports and art markets. Julien's Auctions has received international recognition for its unique and innovative auction events, which attract thousands of collectors, investors, fans and enthusiasts from around the world. Julien's Auctions specializes in sales of iconic artifacts and notable collections including Marilyn Monroe, John Lennon, Ringo Starr, Lady Gaga, Banksy, Cher, Michael Jackson, U2, Barbra Streisand, Les Paul, Neil Young, Elvis Presley, Frank Sinatra, Jimi Hendrix, Hugh Hefner and many more.

In 2016, Julien's Auctions received its second placement in the Guinness Book of World Records for the sale of the world's most expensive dress ever sold at auction, The Marilyn Monroe "Happy Birthday Mr. President" dress which sold for \$4.8 million. Julien's Auctions achieved placement in the Guinness Book of World Records in 2009 for the sale of Michael Jackson's white glove, which sold for \$480,000 making it the most expensive glove ever sold at auction.

In 2020, Julien's Auctions received its third Guinness Book of World Record placement for the sale of Kurt Cobain's "MTV Unplugged" 1959 Martin D-18E acoustic-electric guitar, which sold for \$6 million making it the world's most expensive quitar ever sold at auction. Based in Los Angeles, Julien's Auctions has a global presence bringing their auctions and exhibitions to targeted destinations worldwide including London, New York, Las Vegas, Japan and China. Live auctions are presented for bidders on-site and online via live streaming video and mobile technology.

For more information on Julien's Auctions, go to www.juliensauctions.com.

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