



NEWS RELEASE

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December 14, 2009

For Immediate Release

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Abacadabra! Weekend Magic January 16 and 17 at Strong National Museum of Play®

Now you see it....now you don't!

Enjoy a weekend of pure magic at **Abacadabra! Weekend Magic at Strong**

**National Museum of Play on Saturday, January 16
from 10 a.m. to 5 p.m. and Sunday, January 17 from
noon to 5 p.m.**

Magician Bill Gormont (aka, Wizard Bill) performs his astounding tricks at 1 and 3 p.m. on Saturday and Sunday. Then learns tricks of the trade—including a few fantastical sleight-of-hand feats, such as a vanishing coin and disappearing pencil—in the Magic Lab at 2 and 4 p.m. on Saturday and Sunday. Make and take home your own bag of tricks or magic wand.



All weekend activities are included with general museum admission fees.

—end—

2—Abracadabra!

Strong National Museum of Play® (www.museumofplay.org), located in downtown Rochester, New York, is the only museum in the world devoted solely to the study of play as it illuminates American culture.

Museum Hours:

Monday–Thursday, 10 a.m. to 5 p.m.; Friday and Saturday, 10 a.m. to 8 p.m.;
Sunday, noon to 5 p.m.

Admission Fees (as of January 1):

General Admission (does not include admission to *Dancing Wings Butterfly Garden*®):

Adults \$11; Seniors \$10; Children (2–15) \$9; Children younger than two free; Strong members free.

Admission to *Dancing Wings Butterfly Garden*®:

General Admission fee plus \$1.50 for members, \$3 for nonmembers; Children under 2 free. Entry is by timed ticket only. Please call 585-263-2700 to reserve and purchase tickets.

Parking: Free parking is available at the museum for all guests on a first-come, first-served basis. Please note that, on high visitation days, the museum lot may reach capacity early in the day. If space is not available on site at the time of your visit, you will be directed to additional parking at neighboring municipal garages (fees may apply).