



NEWS RELEASE

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For Immediate Release

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Strong National Museum of Play® Partners with Career Development Services For “Teambuilding through Play” Workshop

Strong National Museum of Play and Career Development Services have launched an innovative collaborative workshop, “Teambuilding through Play: Developing Spirit and Delivering Results,” a half-day program that uses play-based training to increase effective team collaboration in the workplace.

Capitalizing on the expert facilitation of Career Development Services and the engaging and playful environment of Strong, participants have serious fun as they develop and strengthen their team-building skills. Following an introductory orientation in a museum classroom, participants are set loose among the museum’s whimsical exhibits to cooperatively solve experiential learning challenges; in the process, individuals engage in directed activities, assess their team effectiveness, and acquire new skills to strengthen teambuilding at their workplace.

The workshop perfectly complements the museum’s philosophy, says Joan Hoffman, vice president for education at Strong, noting that adults, as well as children, learn best by playing: “Play is essential to human learning, development, and creativity, and the museum is delighted to be part of an educational effort that uses play to encourage engagement and build respect among team members in the workplace.”

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2—Career Development Services and Strong Collaboration

According to Sharon Melville, director of business development at Career Development Services, “In today’s complex and competitive world, companies are increasingly turning to teams to reach their business goals. How effective and efficient those teams are can make or break a project, a department, or even a division.” In addition, says Deb Koen, president and CEO of Career Development Services, “The ‘Teambuilding through Play’ workshop provides a powerful retreat right here in Rochester for organizations committed to the professional development of their employees. In today’s economic climate, it provides a tremendous return on investment.”

Chad Oliveiri, manager for Content Development at Element K, one of the first companies to experience the workshop, offers this comment about his team’s experience: “Our team gathered valuable insights into how we function as a whole and as individuals. It was a great combination of tactical information and team-oriented activities in an ideal venue.”

The average cost for an organization for “Teambuilding through Play” is \$2,100, depending on team size. For more information or to book the workshop for your team, contact Sharon Melville at 585-244-0765 or by email at smelville@careerdev.org.

Career Development Services (www.careerdev.org) offers leading-edge talent management programming to develop the potential of individuals and organizations.

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Strong National Museum of Play®, 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, 10:00 a.m. to 5:00 p.m.; Friday and Saturday, 10:00 a.m. to 8:00 p.m.; Sunday, 12:00 noon to 5:00 p.m.

Admission Fees:

General Admission (does not include admission to *Dancing Wings Butterfly Garden*®): Adults \$10.00; Seniors \$9.00; Children (2–15) \$8.00; Children younger than two free; Strong members free.

Admission to *Dancing Wings Butterfly Garden*®:

General Admission fee plus \$1.50 for members, \$3.00 for nonmembers; Children under 2 free. Entry is by timed ticket only. Please call 585-263-2700 to reserve and purchase tickets.