



NEWS RELEASE

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Note to calendar editors: *The museum will close at 4:00 p.m. on Saturday, July 4*

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For Immediate Release

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Celebrating America's Favorite Doll **Display Opens at Strong National Museum of Play®** **June 27**

Join America's most famous fashion icon (guess who?) at *Celebrating America's Favorite Doll*, a fashionably fabulous display opening at Strong National Museum of Play on Saturday, June 27. The second-floor display features more than 500 Barbie dolls and a wide assortment of her friends and family. Other famous fashion dolls make guest appearances, too.

Plenty of family fun is in store during opening weekend, June 27 and 28, including fashion shows with real-life models from Mary Therese Friel, LLC, a "makeup studio," and a kid-centric styling salon.

Learn the story behind the creation of the Barbie doll and see how she accessorized, traveled, and evolved through the last five decades. In addition to pieces from her vast wardrobe, guests can see examples of Barbie's airplanes, boats, cars, campers, and motorcycles. Fans can also learn about many of her 100-plus careers, including teacher, business executive, NASCAR driver, astronaut, and doctor.

Don't miss a rare opportunity to view the Bild Lilli doll, the German fashion doll that Mattel co-founder Ruth Handler brought back to America to use as a model for the company's first Barbie doll (named after Handler's daughter Barbara). A bevy of some of the first Barbie

—more—

2—America's Favorite Doll

dolls produced will greet you in their classic black and white striped bathing suits and signature pony tails.

Kids will feel as if they have stepped into Barbie's world when they enter a gigantic doll house to play dress-up!

Celebrating America's Favorite Doll is included with general museum admission fees.

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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.

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).