



NEWS RELEASE

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July 14, 2010

For Immediate Release

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Strong National Museum of Play® Receives Museums for America Grant from Institute of Museum and Library Services

Strong National Museum of Play is pleased to announce that it has received a Museums for America (MFA) grant of \$149,500 from the Institute of Museum and Library Services—one of 178 museums across the country (and three museums in the region) to receive such grants. The two other area MFA grant recipients are the George Eastman House (\$145,512) and the Ontario County Historical Society (\$121,252).

Strong's funding will help the museum capture digital images of thousands of pre-1930s dolls, toys, and games among its world-renowned collections. Through a two-year project, Strong will capture digital images of approximately 14,000 existing artifacts for which such images do not exist and enhance existing artifact database records for the aforementioned artifacts through additional research, documentation, and interpretation conducted by curators. The funding will also be used to register, catalog, and photograph incoming acquisitions as the museum's collection continues to grow at a rate of approximately 10,000 to 15,000 items per year. Many of the artifacts that are the focus of the project will be included in an upcoming exhibit, *America at Play* (opening in 2012), an artifact-dense exhibit that will explore changes and continuities in American play over the past 200 years.

The digital images and enhanced artifact records that will result from the project are essential to Strong's ability to continue to grow the Online Collections feature on the museum's Web site (www.museumofplay.org), making the museum's oldest historical examples available to the widest possible audience.

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