



NEWS RELEASE

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For Immediate Release

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Best of the Brick Contest Announced by Strong National Museum of Play®

Calling toy-brick builders of all ages!

Strong National Museum of Play invites you to enter a Best of the Brick Contest in conjunction with two related exhibits slated to open soon at Strong—*The Art of The Brick*® (opening December 5) and *LEGO*® *Castle Adventure* (opening January 23).

Following are the contest rules:

- The Best of the Brick contest is open to all persons residing in the United States and Canada (parents or legal guardians of participants ages 15 years and younger must submit that participant's entry.)
- Entries must be creative, unique, original, and not from a kit.
- The creator must be in the photograph with the creation.
- Images of the participant and his or her building-brick creation may be uploaded onto Strong's Web site (www.museumofplay.org) between January 1 and 15.
- The top ten finalists will be determined by popular vote between January 1 and 15. So enter early!



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2—Best of the Brick

- Announcement of contest winners will coincide with the January 23, 2010 opening of the *LEGO® Castle Adventure* exhibit.
- Winners will receive a \$50 museum shop gift card, and winning creations will be featured on the museum's Web site and in publicity communications.
- The winning creation will have the opportunity to be displayed at Strong National Museum of Play.

Complete contest details can be found at <http://www.museumofplay.org/botb/rules.html>.

Some Tips on building from artist Nathan Sawaya

Source: Adapted from an article in *North State Parent* magazine

Meet LEGO® brick artist Nathan Sawaya at Strong National Museum of Play on Saturday, January 23 (from 11:00 a.m. to 4:00 p.m.) and Sunday, January 24 (from 1:00 to 4:00 p.m.) when he will present a playful interactive art experience for museum guests of all ages in conjunction with the opening of the *LEGO® Castle Adventure* exhibit. Following are some of Nathan's tips on brick building:

- Sort bricks by size and color so it's easy to find the ones you need.
- Remember to pick up bricks when you are done creating. This way the vacuum cleaner doesn't get a mouthful. And your bare feet will be thankful.
- Don't hammer down on the bricks to make them stick together. You just need to gently push down. It's easier on your fingers and your mom's ears.
- Build what you know, like an apple or your dog.
- Get inspired. Look at art books—for example, Nathan Sawaya's *The Art of the Brick*, which has a lot of good photos.

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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.

As of January 1, 2010: Adults \$11; Seniors \$10.00; Children (2–15) \$9.00; 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.