



NEWS RELEASE

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For Immediate Release

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Fashion Doll Weekend at Strong National Museum of Play® May 1 & 2

Calling all *fashionistas*!

Strut your stuff during **Fashion Doll Weekend at Strong National Museum of Play on Saturday, May 1 from 11 a.m. to 4 p.m. and Sunday, May 2 from 1 to 4 p.m.**

Transform yourself into a fashion model with a glamorous outfit and a visit to the “make-up” studio. Then take a turn on the catwalk and pose for your fans.

Need help with your outfit or walk? Consult with Kiki, Strong’s fashion guru extraordinaire, and learn all the right moves. Get a sassy new “tattoo” and make fashion accessories to take home. Stop by the styling salon to give Barbie a new hairdo. Check out an array of Barbies from the last 50 years and vote for your favorite.

Be sure to visit *Celebrating America’s Favorite Doll* on the museum’s second floor and see more than 500 examples of Barbie dolls, fashions, and accessories. Learn the story behind the creation of this fashion icon 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.

All Fashion Doll Weekend activities are included with general museum admission fees.

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2—Fashion Doll Weekend

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

Admission Fees:

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).