



NEWS RELEASE

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January 15, 2009

For Immediate Release

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“Stack It Up!” at Strong National Museum of Play® School Break Week, February 16–20

How do you stack up?

Try your hand at the fast-paced game of Sport Stacking during **“Stack It Up!” School Break Week at Strong National Museum of Play® from Monday, February 16 through Friday, February 20.**

See young experts show off their skills at up-stacking and down-stacking twelve specially designed cups with lightning speed. Or learn the simple game yourself and test your abilities against the clock or other guests. Sport Stacking challenges both your body and your brain.

An expert from the New York State Sport Stacking Club will be available Monday, February 16 to demonstrate techniques and assist newcomers to the sport. Museum staff will be available to provide Sport Stacking instruction throughout the week. The basic rules are: Individuals or teams stack and un-stack cups in predetermined sequences or patterns as fast as they can. Stackers must complete one stack at a time and must down-stack in the same order. If a cup is fumbled (falls off, slides down, or tips over) it must be fixed before the clock stops.

Sport Stacking originated at a California Boys and Girls Club in the 1980s and promotes eye-hand coordination, speed, and concentration. The sport became more well-known after Johnny Carson aired a segment about it on *The Tonight Show* in 1990. Today, the World Sport Stacking Association promotes the sport on a global scale. For more information about Sport Stacking, please visit <http://www.worldsportstackingassociation.org>.

Also during February School Break, don't miss the spud-tacular new exhibit *The Adventures of MR. POTATO HEAD*, now at Strong. Follow the much-loved and silly adventurer

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2—February Break Week

on his amazing journeys in outer space, under the sea, on an archeological dig, and more.

All February School Break activities are 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).