



NEWS RELEASE

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For Immediate Release

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LEGO® Castle Adventure Closes May 9 at Strong National Museum of Play®

Hear ye, hear ye! Don't miss your last chance to be a knight or princess at the kingdom of *LEGO Castle Adventure* at Strong National Museum of Play. The exhibit remains at Strong only through Sunday, May 9.



Enter a LEGO realm where everyone can become a master builder using one of the greatest building materials of all time—LEGO Bricks. Explore the royal castle and sit upon their majesties' thrones. Admire royal furnishings including the family portrait and a decorative suit of armor—made entirely out of LEGO bricks! Meet a friendly LEGO dragon and take a tour of the king's secret treasure room, all a sparkle with LEGO jewels.

Young builders are sure to get inspired by LEGO models of real-world castles Blarney, Arundel, and Neuschwanstein. Apprentice Builders (toddlers), Journeymen Builders (ages 3-6) and Master Builders (ages 7 and older) can use their newfound knowledge to create their own unique structures.

There's much more royal fun afoot: dress up as a prince, princess, knight, or dragon; build a LEGO brick topiary for the courtyard; climb a lookout tower; play in the "jousting field" with suspender-style horses, foam-rubber lances and soft targets; and build a virtual castle using

—more—

2—LEGO Castle Adventure

3-D computer technology.

The exhibit was created by The Children’s Museum of Indianapolis in conjunction with LEGO Systems, Inc.

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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).