



NEWS RELEASE

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For Immediate Release

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Last Chance to Nominate Toys for the *National Toy Hall of Fame*® 2008 Induction at Strong National Museum of Play®

ROCHESTER, New York—Do you have a favorite toy you'd like to see enshrined in the prestigious *National Toy Hall of Fame*® at Strong National Museum of Play® in Rochester, New York? The toy nomination process is in full swing—and the museum is encouraging toy lovers across the nation to voice their toy choices for induction this coming November.

To nominate your favorite classic toy, visit www.museumofplay.org or mail your selection to: *National Toy Hall of Fame*, Strong National Museum of Play, One Manhattan Square, Rochester, New York 14607. **Submissions for nominations must be postmarked or received by the museum by Friday, September 5, 2008.**

On Thursday, November 6, Strong will reveal the identity of the newest toys to be inducted into the *National Toy Hall of Fame*. The induction will be followed by a public weekend celebration Saturday, November 8 and Sunday, November 9.

The *National Toy Hall of Fame* at Strong National Museum of Play recognizes toys that have engaged and delighted multiple generations, inspiring them to learn, create, and discover through play. Criteria for induction include: Icon-status (the toy is widely recognized, respected, and remembered); Longevity (the toy is more than a passing fad and has enjoyed popularity over multiple generations); Discovery (the toy fosters learning, creativity, or discovery through play); and Innovation (the toy profoundly changed play or toy design).

Anyone can nominate a toy for induction into the *National Toy Hall of Fame*. An internal museum Advisory Committee comprised of curators, educators, and historians reviews the submitted nominations and determines which toys meet the criteria for selection. A National

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2—Toy Nominations

Selection Committee then reviews the list of toys that meet the criteria. Each National Selection Committee member votes for his or her top toy picks for induction. The votes are then tallied, with the toys receiving the most votes making the cut for induction into the *National Toy Hall of Fame*®.

To date, the following 38 toys have made it into the *National Toy Hall of Fame*: Alphabet Blocks, Atari® 2600 Game System, Barbie®, Bicycle, Candy Land®, Cardboard Box, Checkers, Crayola® Crayons, Duncan® Yo-Yo, Easy-Bake® Oven, Erector® Set, Etch A Sketch®, Frisbee®, G.I. Joe™, Hula Hoop®, Jack-in-the-Box, Jacks, Jigsaw Puzzle, Jump Rope, Kite, LEGO®, Lincoln Logs®, Lionel® Trains, Marbles, Monopoly®, Mr. Potato Head®, Play-Doh®, Radio Flyer® Wagon, Raggedy Ann & Andy™, Rocking Horse, Roller Skates, Scrabble®, Silly Putty®, Slinky®, Teddy Bear, Tinkertoy®, Tonka® Trucks, and View-Master®.

Playthings, the leading trade magazine covering the toy industry in the United States, is a national media partner of the National Toy Hall of Fame at Strong. Founded in 1903, *Playthings* offers the most current and in-depth information and news on toy manufacturers, retailers, licensing, products, and people. *Playthings* is published by Reed Business Information, the largest business-to-business publisher in the United States.

Strong National Museum of Play®, home of the *National Toy Hall of Fame*, is the nation's only museum devoted solely to the study of play as it illuminates American culture. Strong is known for its family-friendly, interactive exhibits and world-renowned collections (including the world's largest collection of toys and dolls). The museum recently launched a groundbreaking scholarly journal, the *American Journal of Play*.

For more information on the *National Toy Hall of Fame* visit www.museumofplay.org.

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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.

Regular Hours:

Monday–Thursday, 10:00 a.m. to 5:00 p.m.; Friday, 10:00 a.m. to 8:00 p.m.;
Saturday, 10:00 a.m. to 5:00 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 \$9.50; Seniors \$8.50; Children (2–17) \$7.50; Children younger than two free; Strong members free.

Admission to *Dancing Wings Butterfly Garden*®:

General Admission fee plus \$3.00 per person for members and nonmembers; Children younger than two free. Due to limited capacity, entry to *Dancing Wings Butterfly Garden*® is by timed ticket only. Advance purchase is recommended. Please call 585-263-2700 to reserve and purchase timed tickets.