



## NEWS RELEASE

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**(Note: New museum hours and admission fees as of January 1, 2009. The museum is now open Fridays AND Saturdays until 8:00 p.m. See end of press release.)**

January 3, 2009

**For Immediate Release**

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### ***The Adventures of MR. POTATO HEAD*<sup>®</sup> Opens at Strong National Museum of Play<sup>®</sup> January 24**

Follow the much-loved and silly adventurer on his amazing journeys at *The Adventures of MR. POTATO HEAD*, a spud-tacular new exhibit opening at Strong National Museum of Play on Saturday, January 24, 2009. (Meet MR. POTATO HEAD “in person” and enjoy opening weekend events on Saturday and Sunday, January 24 and 25. )

From an outer-space journey to a jungle safari, archeological dig, and undersea trek, each of MR. POTATO HEAD’S adventures provides children with engaging learning experiences designed to develop school readiness, literacy, problem-solving, mathematics, science, and social studies skills.



Young children and families will enjoy following the famous spud through the interactive play stations:

**The Welcome Gallery:** Guests are greeted by a large-scale MR. POTATO HEAD and invited to peer into MR. POTATO HEAD’S scrap book and get creative with his awe-inspiring collection of parts and accessories. Special mirrored books allow kids to see themselves wearing hats and head gear that represent a variety of occupations.

**Space S.P.U.D. (Space Potatoes United for Discovery):** Join Commander POTATO HEAD aboard the S.P.U.D. station. Learn about ship repair and maintenance, sit in the Commander’s

—more—

## 2—Potato Head Exhibit

Chair and fire the ship's thrusters, use the intergalactic translator, conduct experiments, and explore the galaxy.

**SPUD Quest:** Help world famous archaeologist MR. POTATO HEAD, Ph.D. (Potato Head Doctor) to explore the ancient "digs" of King Tato and the lost vegetable civilization. Decipher "tatoglyphs," and solve mazes. Use special maps to excavate the dig site and uncover fun artifacts from the King's past.

**SPUD Overboard:** Ocean explorer Jacques Coustato takes guests on an underwater adventure where they can build fanciful reefs, meet a friendly octopus, and converse with a wise clam (who offers a "pearl of wisdom"). A snorkeling simulation takes swimmers on a fanciful deep sea trek. Hunt for small surprises in the kelp bed, experiment with sounds from above and below the waves, and turn the disco-ball antenna for some underwater sparkle.

**SPUD SAFARI:** Join intrepid explorer MR. POTATO HEAD under the leafy canopy of a fantasy jungle. Create a giant jungle bug. Venture inside the cave and listen carefully to identify the sounds of camouflaged and hidden cavern-dwelling creatures. Use special lenses to see the world through the eyes of bugs and birds.

*The Adventures of MR. POTATO HEAD* remains at Strong National Museum of Play through May 10, 2009.

*The Adventures of MR. POTATO HEAD* was created by the Betty Brinn Children's Museum in collaboration with PLAYSKOOL. MR. POTATO HEAD is a registered trademark of Hasbro, Inc. and is used with permission. © 2008 Hasbro. All rights reserved. The National exhibit tour is sponsored by Northwestern Mutual Foundation, with additional support provided by Debra Altshul-Stark and Brian Stark, and the Greater Milwaukee Foundation.

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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: (We're now open until 8 p.m. Friday AND Saturday evenings!)**

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).