



NEWS RELEASE

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Invitation to Media: The Passport to Family Fun sponsorship by ESL will be formally announced on Wednesday, June 16 at 8 a.m. at a breakfast with ESL President and CEO David Fiedler, Strong National Museum of Play President and CEO G. Rollie Adams, and members of participating agencies. Media is invited to cover this event.

June 11, 2010

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ESL Sponsors Strong's Passport to Family Fun Program for Financially Challenged Families and Children

Strong National Museum of Play® is pleased to announce that its new downtown neighbor, ESL Federal Credit Union, has generously agreed to sponsor the museum's popular Passport to Family Fun outreach program, demonstrating ESL's commitment to their new city neighbors and the many community service agencies that provide primary family support services for Rochester's most financially challenged population.

Passport to Family Fun provides admission to Strong National Museum of Play to financially challenged families and children receiving services through more than 40 local social-service agencies including Action for a Better Community, Catholic Family Center, Ibero-American Action League, Sojourner House, Urban League of Rochester, Wilson Commencement Park, and the YWCA of Rochester and Monroe County.

According to ESL President and CEO David Fiedler, "Strong National Museum of Play is a significant contributor to the quality of life for those who reside in the Greater Rochester area. ESL is pleased to play a role in and is excited about lending its support to this program."

Strong developed Passport to Family Fun 10 years ago in response to increasing requests from local human service agencies for access to the museum by their client families. Since then, the museum's roster of community partners has grown to more than 40 agencies that distribute free-admission passes to client families who might otherwise not have the opportunity to visit the museum. Some agencies also use the passes to bring teenage parents and their children to the museum together to foster good parenting practices. Still others are used by children who are homeless or are awaiting foster care or adoption, and are in agency housing. In all instances, the museum is regarded as a neutral, safe environment where families can be together and children are able to have the experience of just being a child despite the problems and pressures facing them.

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2—Passport to Family Fun

PASSPORT TO FAMILY FUN AGENCIES

ESL's generous sponsorship support will help families and children who might never otherwise be able to take advantage of the uniquely playful learning environment at Strong National Museum of Play. Below is a list of participating agencies.

- Action for a Better Community
- Alternatives for Battered Women
- Anthony L. Jordan Health Center
- Big Brothers Big Sisters of Greater Rochester
- Brockport Migrant Education Program (SUNY Brockport)
- Catholic Charities Community Services
- Catholic Charities of Livingston County—HOPE Youth Mentoring Program
- Catholic Family Center
- Child Protective Services (Monroe County Dept. of Human Services)
- Community Action of Orleans & Genesee
- Community Arts Academy
- Community Child Care Center of the Third Ward, Inc.
- Community Place of Greater Rochester, Inc.
- Court Appointed Special Advocates (CASAS) of Rochester/Monroe County, Inc.
- Family Resource Center of Rochester
- Flower City Habitat for Humanity
- Fresh Air Fund
- Genesee/Orleans Council on Alcoholism and Substance Abuse
- Hillside Family of Agencies (includes Crestwood Children's Center)
- Ibero-American Action League
- Lakeside Child & Family (Miriam Family Resource Center)
- Mercy Residential Services
- Mt. Hope Family Center
- New Hope Fellowship House of Praise
- New Visions Community Services, Inc.
- Open Door Mission Partnership for Ontario Country—Family Support Center
- Puerto Rican Youth Development and Resource Center, Inc.
- Rochester Area Interfaith Hospitality Network
- Rochester Fatherhood Resource Initiative, Inc.
- Pathstone
- Salvation Army
- Society for the Protection and Care of Children
- Sojourner House
- Spiritus Christi Prison Outreach
- Southwest Area Neighborhood Association
- Step by Step
- Togetherness in Love Community
- Urban League of Rochester
- Volunteers of America
- Wilson Commencement Park
- YWCA of Rochester and Monroe County