



NEWS RELEASE

One Manhattan Square • Rochester, New York 14607
Phone 585-263-2700 • Fax 585-263-2493 • www.museumofplay.org

(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

Contact: Susan Trien, 585-410-6359 strien@museumofplay.org

Meet MR. POTATO HEAD® at Spud-tacular Events at Strong National Museum of Play®

Opening Weekend MR. POTATO HEAD Fest

Saturday, January 24 & Sunday, January 25

Don't be a couch potato! Get out and meet America's favorite spokespod "in person" during the **Opening Weekend MR. POTATO HEAD Fest on Saturday, January 24 from 10:00 a.m. to 5:00 p.m. and Sunday, January 25, from 12:00 noon to 5:00 p.m.** in conjunction with the new exhibit *The Adventures of MR. POTATO HEAD®*.

MR. POTATO HEAD will meet and greet families and pose for pictures on Saturday from 11:00 a.m. until 4:00 p.m. and on Sunday from 1:00 to 4:00 p.m. Play "Hot Potato!" and other potato games, enjoy potato activities, and visit the exhibit where you can join the silly and lovable MR. POTATO HEAD on a jungle safari, an undersea trek, a space adventure, and more. **All weekend family activities end at 4:00 p.m., but guests are invited to stay and enjoy all of the museum's exhibits during NEW Saturday evening hours until 8:00 p.m.**

All MR. POTATO HEAD Fest activities are included with general museum admission fees.



—more—

2—Potato Head Programs

Tater-rific Family Weekend

Saturday, March 28 & Sunday, March 29

MR. POTATO HEAD returns “in person” to meet and greet his fans during a **Tater-rific Family Weekend on Saturday, March 28 from 10:00 a.m. to 5:00 p.m. and Sunday, March 29, from 12:00 noon to 5:00 p.m.** (MR. POTATO HEAD will meet and greet families and pose for pictures on Saturday from 11:00 a.m. until 4:00 p.m. and on Sunday from 1:00 to 4:00 p.m.) Enjoy some smashing potato humor at theater performances with Crystal and Scooter of Just Clowning Around on Saturday at 11:30 a.m. and 2:30 p.m. and on Sunday at 2:30 p.m. (Crystal and Scooter will stroll around the museum entertaining guests informally throughout each day as well.) Create your own potato joke craft and visit the exhibit where you can join MR. POTATO HEAD on his amazing adventures. **All weekend family activities end at 4:00 p.m., but guests are invited to stay and enjoy all of the museum’s exhibits during Saturday evening hours until 8:00 p.m.**

All Tater-rific activities are included with general museum admission fees.

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.

=====

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).