



## NEWS RELEASE

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### **About the *National Toy Hall of Fame*<sup>®</sup> at Strong National Museum of Play<sup>®</sup>, Rochester, NY**

#### **Q: What is the *National Toy Hall of Fame*<sup>®</sup>?**

**A:** The *National Toy Hall of Fame*<sup>®</sup> was established in 1998 by A. C. Gilbert's Discovery Village, a children's museum in Salem, Oregon, to recognize toys that have achieved longevity and national significance in the world of play and imagination. The hall quickly outgrew its original home and in 2002, Strong—home to more than 500,000 play-related objects including the world's largest and most comprehensive collection of toys and dolls (more than 70,000 items)—acquired and moved the hall to its permanent home in Rochester, New York. The hall provides additional opportunities for both hands-on experiences and intergenerational memory sharing among guests.

#### **Q: Why do toys merit a hall of fame?**

**A:** Toys are among the most important human artifacts. They are learning tools. By guiding play, they foster imagination, creativity, and critical thinking. They socialize us and teach fairness. They reveal what we believed and valued, encouraged and endorsed, dismissed and feared. They remind us of who we were, who we are, and who we hope to become. They help us imagine what's next.

#### **Q: What important roles do toys play in our lives?**

**A:** Toys build physical and mental skills; foster creativity and imagination; encourage critical and strategic thinking; teach fair play and cooperation; connect kids and adults; hold memories and provide windows into the past; reflect the ideas, beliefs, values, and attitudes of their creators and users; reveal historical change; predict the future; educate and entertain.

#### **Q: What toys are in the *National Toy Hall of Fame*<sup>®</sup>?**

**A:** To date, the following 41 toys have made it into the *National Toy Hall of Fame*<sup>®</sup>: Alphabet Blocks, Atari<sup>®</sup> 2600 Game System, Baby Doll, Barbie<sup>®</sup>, Bicycle, Candy Land<sup>®</sup>, Cardboard Box, Checkers, Crayola<sup>®</sup> Crayons, Duncan<sup>®</sup> Yo-Yo, Easy-Bake<sup>®</sup> Oven, Erector<sup>®</sup> Set, Etch A Sketch<sup>®</sup>, Frisbee<sup>®</sup>, G.I. Joe<sup>™</sup>, Hula Hoop<sup>®</sup>, Jack in the Box, Jacks, Jigsaw Puzzle, Jump Rope, Kite, LEGO<sup>®</sup>, Lincoln Logs<sup>®</sup>, Lionel<sup>®</sup> Trains, Marbles, Monopoly<sup>®</sup>, Mr. Potato Head<sup>®</sup>, Play-Doh<sup>®</sup>, Radio Flyer<sup>®</sup> Wagon, Raggedy Ann & Andy<sup>™</sup>, Rocking Horse, Roller Skates, Scrabble<sup>®</sup>, Silly Putty<sup>®</sup>, Skateboard, Slinky<sup>®</sup>, Stick, Teddy Bear, Tinkertoy<sup>®</sup>, Tonka<sup>®</sup> Trucks, and View-Master<sup>®</sup>.

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**Q: What are the criteria for selecting toys for the *National Toy Hall of Fame*®?**

**A:** Inducted toys are selected on the basis of the following criteria:

- 1. Icon-status:** The toy is widely recognized, respected, and remembered.
- 2. Longevity:** The toy is more than a passing fad and has enjoyed popularity over multiple generations.
- 3. Discovery:** The toy fosters learning, creativity, or discovery through play.
- 4. Innovation:** The toy profoundly changed play or toy design. A toy may be inducted on the basis of this criterion without necessarily having met all of the first three.

**Q: What is the process for selecting toys for the *National Toy Hall of Fame*®?**

**A:** The public can nominate toys on site at Strong National Museum of Play®, via the Internet, or by U.S. mail. 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 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*®.

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### About Strong National Museum of Play®

Strong National Museum of Play® is the nation's only museum devoted to the study of play as it illuminates American popular culture. Known for its family-friendly, interactive exhibits and world-renowned collections (more than 500,000 play-related objects including the world's largest collection of toys and dolls), Strong has been ranked one of the Top 10 "children's" museums by *CHILD* magazine and among the most family-friendly museums in the Northeast by *Family Fun* magazine.

A 2006 expansion nearly doubled the size of the museum to 282,000 square feet, making it the largest cultural attraction in Rochester, the largest year-round family attraction in Upstate New York, and the second largest "children's" museum in the nation.

Among the museum's highlights:

- **Dancing Wings Butterfly Garden®:** The region's first and only butterfly garden, filled with lush tropical foliage and free-flying North American and tropical butterflies.
- **Reading Adventureland:** A 12,000-square-foot exhibit on children's literature invites guests to follow The Yellow Brick Road into five magical landscapes inspired by children's literature.
- **Field of Play:** Guests begin with a multi-media theater experience on the importance of play and then go on to play at a variety of interactive stations including a gigantic walk-through kaleidoscope, a Jellyfish Jungle, and a giant kid-powered ball machine.
- **National Toy Hall of Fame®:** Revamped and expanded, the hall continues to induct and showcase classic toys beloved by generations.

For more information on Strong National Museum of Play® and the *National Toy Hall of Fame*® visit [www.museumofplay.org](http://www.museumofplay.org).