



NEWS RELEASE

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For Immediate Release

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**Meet Marvel's Official Spider-Man™
at Strong National Museum of Play
Saturday & Sunday, October 17 & 18**

Opening Weekend Celebration for *American Comic Book Heroes*

Marvel Comics' "official" Spider-Man™ swings over to Strong National Museum of Play to help **celebrate the opening of the museum's original, new *American Comic Book Heroes: The Battle of Good vs. Evil* exhibit on Saturday, October 17 from 10:00 a.m. to 6:00 p.m. and Sunday, October 18 from 12:00 noon to 5:00 p.m.**

Chat with the wall crawler, pose for pictures, and get Spidey's autograph on Saturday until 6:00 p.m. and Sunday until 5:00 p.m. Kids can transform themselves into imaginary superheroes when they make their own super capes and clothespin action figures.

Guests can also meet cartoon artists and learn about their craft:

Ken Wheaton brings his characters to life at theater demonstrations on Saturday at 11:00 a.m. and 1:00 and 3:00 p.m., and on Sunday at 1:00 and 3:00 p.m. Wheaton has worked on many comic-book titles, including *Bart Simpson Comics*, *Radioactive Man*, *The Phantom*, and *Mr. Magoo's Christmas Carol*.



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2—Marvel Comics Spider-Man

Comic-book artist Will Perkins offers guests a chance to view his unique comic book art and collect his autograph on Saturday at 10:30 a.m., and 12:30 and 2:30 p.m. and on Sunday at 12:30 and 2:30 p.m. Perkins was most recently published in *Mysterious Vision Anthology #10* and is currently working on *Curse of the Snake God* for Niftycomics with writer Marc Murrell.

Art Force Five: Alfred University's Art Heroes offers *Drawn to Diversity*, an interactive presentation on Saturday and Sunday at 4:00 p.m. The artistic group traces the changing face of comic heroes alongside our nation's journey toward equality.

Don't miss the new exhibit *American Comic Book Heroes: The Battle of Good vs. Evil*. Meet Superman™, Iron Man™, Batman™ and other comic book heroes and explore the history of superhero comic books in America. Climb up the side of a "building," test your skills at Super Powers School, pose for a picture with statues of famous superheroes, and more. Kids will enjoy superhero dress-up and role-playing.

American Comic Book Heroes: The Battle of Good vs. Evil is included with general museum admission fees. The exhibit is made possible in part by Greater Rochester Health Foundation through its Be A Healthy Hero campaign.

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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:

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).