



NEWS RELEASE

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

August 22, 2008

For Immediate Release

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

Curious George™: Let's Get Curious! Opens September 20 at Strong National Museum of Play®

Get up close with Curious George, the inquisitive monkey with an insatiable taste for adventure at *Curious George™: Let's Get Curious!*—a new exhibit at **Strong National Museum of Play September 20, 2008 through January 4, 2009.**

Meet Curious George “in person” during the Opening Weekend Celebration Saturday, September 20 and Sunday, September 21. You’ll also be treated to an amazing soap bubble spectacular performance by bubbleologist Doug Rougeux (aka Curious Doug) who will satisfy your curiosity about the properties of bubbles (Why are they round? How big can they get? And why do they pop?). Monkey crafts and games will add to the opening festivities.

Based on the familiar characters in H.A. and Margret Rey’s classic stories published by Houghton Mifflin, the *Curious George* exhibit inspires young children’s natural curiosity as they explore early science, math, and engineering principles through hands-on interactive play.

Join Curious George and his friend The Man with the Yellow Hat, and experience the familiar places and characters featured in the classic stories and the PBS KIDS television series. Operate a pulley to move George from window to window in his **Apartment Building**; check out the elevator and open the tenants’ mailboxes in the **Lobby**; weigh, sort, and count fruit and vegetables at the **Sidewalk Produce Stand**; move materials and design a building at the **Construction Site**; give a hug to a full-size George and take a picture



Curious George television series merchandise © Universal Studios. Curious George and related characters, created by Margret and H.A. Rey, are copyrighted and trademarked by Houghton Mifflin Company and used under license. Licensed by Universal Studios Licensing LLLP. All rights reserved. The PBS KIDS logo is a registered mark of PBS and is used with permission.

—more—

2—Curious George at Strong

at the **City Park**; experiment with physics, engineering, and math as you putt through three holes of **Mini Golf**; climb into the **Space Rocket** Curious George took on his space adventure; and experiment with wind power on the **Farm**.

In the **Museum Within the Museum**, you can learn new things about George and H.A. and Margret Rey's work and how an early *Curious George* manuscript was saved during the Reys' escape from France during World War II.

Curious George television series merchandise © Universal Studios. Curious George and related characters, created by Margret and H.A. Rey, are copyrighted and trademarked by Houghton Mifflin Company and used under license. Licensed by Universal Studios Licensing LLLP. All rights reserved. The PBS KIDS logo is a registered mark of PBS and is used with permission.

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, 10:00 a.m. to 8:00 p.m.;
Saturday, 10:00 a.m. to 5:00 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 \$9.50; Seniors \$8.50; Children (2–17) \$7.50; Children younger than two free; Strong members free.

Admission to *Dancing Wings Butterfly Garden*®:

General Admission fee plus \$3.00 per person for nonmembers and \$1.50 per person for members; Children younger than two free. Due to limited capacity, entry to *Dancing Wings Butterfly Garden*® is by timed ticket only. Advance purchase is recommended. Please call 585-263-2700 to reserve and purchase timed 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).