



NEWS RELEASE

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

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

Ball, Big Wheel® and Game Boy® Inducted Into National Toy Hall of Fame® at Strong National Museum of Play®

ROCHESTER, New York—The Ball officially joins the Stick (among last year’s toy inductees) as it bounces into the prestigious halls of the National Toy Hall of Fame at Strong National Museum of Play along with the iconic Big Wheel® and innovative Nintendo Game Boy®.

The three toy honorees were selected from among 12 toy finalists that included: The Ball, Big Wheel, Cabbage Patch Kids®, Game of Life®, Hot Wheels®, Nintendo Game Boy®, Paper Airplane, Playing Cards, Rubik’s Cube®, Sidewalk Chalk, Toy Tea Set, and Transformers®.

Roll it, throw it, kick it, catch it, bounce it, or bat at it, the **Ball** is as old as civilization itself. It has, in fact, been depicted in ancient Egyptian, Greek, and Roman drawings and continues to provide opportunities for free play among people of all ages. Baby’s first toy may be a soft and safe cloth ball, older children play kickball on the playground, and a grown-up’s reward for a week’s work may be a round of tennis or golf. Today, we even set aside physical spaces—baseball stadiums, tennis courts, and golf courses to play these ball games.

Vroom, Vroom! In the 1960s, Ray Lohr, head designer for Louis Marx & Co., took apart a tricycle, mixed up the parts, and reassembled them into an upside-down trike that handled like a race car. Launched at the 1969 Toy Fair in New York City, the **Big Wheel** had a low-slung design that made for superior handling, giving kids a sense of independence and control that tippy old trikes could never deliver. By the following Christmas, children all over the country delighted in riding their new “muscle” trikes. The Big Wheel remained Marx’s big seller for a decade.

Admitted into the hall because of its role as a major industry innovator, **Nintendo Game Boy®** transformed the electronic-games market by popularizing handheld gaming. No

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2—Toy Hall Inductees

video-game platform did more to put gamers “on the go” than this invention. And go they did—bringing their gaming experience to school, to summer camp, and to the back seat of the family automobile. Over the past two decades, Game Boy has become synonymous with hand-held gaming fun. Its portability and efficient design, ability to allow simultaneous multiplayer gaming, and scores of intriguing games (like *Tetris* and *Super Mario Land*, featuring Nintendo’s already-iconic character Mario) make it a true innovator.

The National Toy Hall of Fame® at Strong National Museum of Play recognizes toys that have engaged and delighted multiple generations, inspiring them to learn, create, and discover through play. Criteria for induction include: *Icon-status* (the toy is widely recognized, respected, and remembered); *Longevity* (the toy is more than a passing fad and has enjoyed popularity over multiple generations); *Discovery* (the toy fosters learning, creativity, or discovery through play); and *Innovation* (the toy profoundly changed play or toy design).

To date, the following 44 toys have made it into the National Toy Hall of Fame: Alphabet Blocks, Atari® 2600 Game System, Ball, Barbie®, Baby Doll, Bicycle, Big Wheel®, Candy Land®, Cardboard Box, Checkers, Crayola® Crayons, Duncan® Yo-Yo, Easy-Bake® Oven, Erector® Set, Etch A Sketch®, Frisbee®, G.I. Joe™, Hula Hoop®, Jack-in-the-Box, Jacks, Jigsaw Puzzle, Jump Rope, Kite, LEGO®, Lincoln Logs®, Lionel® Trains, Marbles, Monopoly®, Mr. Potato Head®, Nintendo Game Boy®, Play-Doh®, Radio Flyer® Wagon, Raggedy Ann & Andy™, Rocking Horse, Roller Skates, Scrabble®, Silly Putty®, Skateboard, Slinky®, Stick, Teddy Bear, Tinkertoy®, Tonka® Trucks, and View-Master®.

Playthings, the leading trade magazine covering the children’s toy industry in the United States, is a national media partner of the National Toy Hall of Fame®. Founded in 1903, *Playthings* offers the most current and in-depth information and news on toy manufacturers, retailers, licensing, products, and people. *Playthings* is published by Reed Business Information, the largest business-to-business publisher in the United States.

For more information on the National Toy Hall of Fame® visit www.museumofplay.org.

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Strong National Museum of Play® (www.museumofplay.org), 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: Adults \$10.00; Seniors \$9.00; Children (2–15) \$8.00; Children younger than two free; Strong members free.