



NEWS RELEASE

One Manhattan Square • Rochester, NY 14607 • 585-263-2700 • www.toyhalloffame.org

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

Shane Rhinewald, 585-410-6365, srhinewald@thestrong.org

Nationally Syndicated Cartoonist Leigh Rubin (Rubes®) Reveals Commemorative Cartoons at the National Toy Hall of Fame Induction Ceremony

ROCHESTER, New York—Mr. Potato Head, marbles, LEGO bricks, and other beloved [National Toy Hall of Fame](http://www.toyhalloffame.org) (<http://www.toyhalloffame.org>) toys frequently creep into the irreverent and quirky cartoons of nationally syndicated cartoonist [Leigh Rubin \(Rubes\)](http://www.rubescartoons.com/). (<http://www.rubescartoons.com/>) So, it seemed a natural fit that Rubin, whose cartoons appear in more than 400 media outlets worldwide, create two new cartoons honoring the 2013 toy inductees into the National Toy Hall of Fame at The Strong. The commemorative Rubes cartoons, featuring a dim-witted pair of dinosaurs playing a game of **chess**, and a bathing birdwatcher sighting a **rubber duck**, were unveiled by Rubin at the November 7 induction ceremony and will become part of the museum’s permanent collection.

“My wife often tells me I behave like a child,” quips Rubin. “So to be able to participate in the 2013 National Toy Hall of Fame induction ceremony is very appropriate and is an honor that will help me get some major street ‘cred’ with my grandkids. To have my cartoons become part of The Strong’s permanent collection?...*Take that Louvre!...Nyah! Nyah! Nyah!*”

Museum guests can see Rubin’s two new creations, along with 50 additional play- and toy-related cartoons, at the Rubes Cartoon Display on view at the [National Museum of Play](http://www.museumofplay.org) (<http://www.museumofplay.org>) through January 5, 2014. Rubin will also participate in the **National Toy Hall of Fame Weekend Celebration November 9 and 10**, sharing insights into his visually quirky outlook on life at special 40-minute presentations in the museum theater on Saturday at 11 a.m. and 2 p.m. and Sunday at 1 and 3 p.m. Guests will also be invited to post and share with others their own captions to a caption-less Rubes cartoon.

Rubin began his cartooning career in 1978 by establishing his own greeting card company, Rubes Publications. His first cartoon collection, the popular Notable Quotes musical cartoons, was published in 1981. In 2009, Rubin celebrated the 25th anniversary of Rubes® with the publication of *The Wild and Twisted World of Rubes*, a “best of” collection, which contains 240 of his personal favorites selected from more than 9,500 cartoons. Originally self-syndicated, Rubes is now distributed worldwide by Creators Syndicate to major media outlets including the *Democrat and Chronicle*, the *Toronto Sun*, *The Washington Times*, the *Sacramento Bee*, *The Orange County Register*, *The Oregonian*, the *Vancouver Sun*, and the *Los Angeles Daily News*.

The Rubes Cartoon Display and Leigh Rubin appearances are included with general museum admission fees.

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Museum Hours: Monday–Thursday, 10 a.m. to 5 p.m.; Friday and Saturday, 10 a.m. to 8 p.m.; Sunday, noon to 5 p.m.

General Admission Fees (does not include admission to *Dancing Wings Butterfly Garden*®): age 2 and older \$13.50, under age 2 free, members free.

Admission to *Dancing Wings Butterfly Garden*: General Admission fee plus \$3 for members, \$4 for nonmembers, under age 2 free. Entry is by timed ticket only.

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, additional parking is available at neighboring municipal garages for a fee. The Strong is not responsible for fees incurred at off-site locations.

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