



NEWS RELEASE

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For Immediate Release

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Note: Pictures of Raggedy Ann posing with children are available to media.

Raggedy Ann™ Celebrates Her 95th Birthday at Strong National Museum of Play® July 9–September 6

Raggedy Ann turns 95 on September 7!

In anticipation, Strong National Museum of Play invites you to celebrate the iconic mop top's birthday with an official Raggedy Ann birthday party on Friday, July 9 and a chance to meet the famous doll or her brother Raggedy Andy every day from July 9 through September 6 (Labor Day). In addition, the museum invites you to share your memories of Raggedy Ann in a digital Raggedy Ann Scrapbook (www.museumofplay.org/raggedy-ann/scrapbook).



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Raggedy Ann 95th birthday celebration details follow:

Raggedy Ann Official Birthday Party, Friday, July 9: Sign an oversized birthday card, create candles for a gigantic pretend birthday cake, and play birthday party games. Raggedy Ann will make a grand entrance at 2 p.m. as guests express their appreciation for 95 years of friendship with a rousing rendition of “Happy Birthday!” Descendants of Johnny Gruelle, the doll’s creator, will be on hand to honor the legacy of Raggedy Ann; the family members will welcome guests, autograph dolls and books, and read Raggedy Ann stories to children. A Raggedy Ann scavenger hunt will lead families on a search for 95 Raggedy Ann objects cleverly hidden throughout the museum; upon completion, guests will receive a commemorative 95th birthday sticker.

Summer Raggedy Ann or Andy Appearances: The celebration continues all summer long as Raggedy Ann or Andy stroll throughout the museum “in person” and a Raggedy Ann scavenger hunt

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2—Raggedy Ann

leads families on a search for 95 Raggedy Ann objects hidden throughout the museum; upon completion, guests will receive a commemorative 95th birthday sticker. Guests can also join an end-of-day musical parade.

Raggedy Ann Museum Displays: Don't miss the colorful, permanent second-floor display of more than 100 Raggedy Ann dolls and related items acquired from the Raggedy Ann & Andy Museum in Arcola, Illinois. (The Raggedy Ann & Andy Museum closed its doors at the end of 2009 and donated family papers, manuscripts, and an amazing array of Raggedy Ann & Andy toys and dolls to Strong National Museum of Play). You can also visit Raggedy Ann & Andy in their honored places in the museum's renowned National Toy Hall of Fame®.

Raggedy Ann Digital Scrapbook: Beginning July 9 through September 7, 2010, the museum invites you to share fond memories of the beloved doll by creating your very own page in a digital scrapbook at www.museumofplay.org/raggedy-ann/scrapbook. Here, you can post your stories, upload images, and share your page through social media links and e-mail. After September 7, all registered users will be entered into a drawing. Five participants, selected at random, will receive a commemorative 95th Anniversary Raggedy Ann doll.

About the 95th Anniversary Raggedy Ann Doll: To mark her 95th anniversary, Applause by Russ has created exclusive, vintage-inspired Raggedy Ann and Andy Anniversary Dolls that harken back to the illustrations from the earliest Raggedy Ann books by Johnny Gruelle, who created Raggedy Ann for his daughter, Marcella, in 1915. The Anniversary Raggedy Ann more closely resembles the character from *Raggedy Ann in the Deep, Deep Woods* (1930): rich, burnt-red hair color (as opposed to the contemporary fire-engine red hair color); hair tied in a bow; white gloved hands; an outline around the eyes; and a more muted color palette in general. Of course, Raggedy Ann still features the beloved characteristics she's famous for: button eyes, yarn hair, a triangle nose, and rosy cheeks—and most importantly, the signature embroidered “I Love You” heart. The Anniversary Doll packages also feature illustrations from *Raggedy Ann in the Deep, Deep Woods* and include a commemorative certificate in each box. The 95th Anniversary Raggedy Ann Doll is available for sale in the *Everything for Play!* shop at Strong National Museum of Play and at www.amazon.com.

All Raggedy Ann birthday events are included with general museum admission fees.

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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 a.m. to 5 p.m.; Friday and Saturday, 10 a.m. to 8 p.m.; Sunday, noon to 5 p.m.

Admission Fees:

General Admission (does not include admission to *Dancing Wings Butterfly Garden*®): Adults \$11; Seniors \$10; Children (2–15) \$9; Children younger than two free; Strong members free.

Admission to *Dancing Wings Butterfly Garden*®:

General Admission fee plus \$1.50 for members, \$3 for nonmembers; Children under 2 free. Entry is by timed ticket only. Please call 585-263-2700 to reserve and purchase tickets.