



NEWS RELEASE

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For Immediate Release

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Ready, Set, Play! Flower Show at Strong National Museum of Play® September 14 & 15

The National Toy Hall of Fame's dramatic, light-filled atrium will create a stunning backdrop for dozens of toy-inspired flower and horticultural displays at **Ready, Set, Play!, a Garden Club of America (GCA) juried flower show presented by the Rochester Garden Club at Strong National Museum of Play on Tuesday, September 14 from 3 to 5 pm. and Wednesday, September 15 from 10 a.m. to 5 p.m.**

Show entries are anticipated from GCA member clubs from throughout the Northeast including the Rochester Garden Club and its sister club, the Allyn's Creek Garden Club. Museum guests can admire entries in more than 75 classes within four divisions: Flower Arrangements, Horticulture, Photography, and Conservation/Education. In addition, students studying horticulture at St. Joseph's Villa will submit herbs and Rochester City School District high school students studying photography will submit photographs.

Enjoy playfully-themed flower arrangements in classes such as Raggedy Ann™ Meets Barbie® (a two-sided arrangement reflecting the differences between the dolls), Mr. Potato Head® (an arrangement incorporating vegetables), and Crazy for Crayola®! (an arrangement on the seat of a child's chair). Horticultural entries include equally play-inspired themes like Wood You Come and Play (woody plants in bloom or berry), Ring Around the Rosy (roses), and

—more—

2—Garden Club

Shoots and Ladders (annual and non-hardy perennials), to name just a few.

Strong National Museum of Play founder Margaret Woodbury Strong was a member of the Rochester Garden Club. In 1939, she received a special commendation at the World's Fair in New York City for her entry in flower arranging. An arrangement inspired by her notable entry and interpreted by Arena's Florist will be displayed during the flower show.

"We are so pleased to be holding our show at Strong National Museum of Play," says Roberta DuBeshter, flower show chairperson. "With the museum's amazing collection of toys, dolls, and games, and the talents of GCA members and local students, this is a show that will long be remembered by anyone who appreciates the beauty of flowers."

The purpose of a flower show is threefold: to set standards for artistic and horticultural excellence; to broaden knowledge of horticulture, flower arrangement, conservation, and other related areas; and to share the beauty of a show with fellow club members and the public.

Admission to the flower show is free. Guests are encouraged to also visit the museum's free outdoor *Discovery Garden* (for which Rochester Garden Club contributed financial support), an official Monarch Watch Waystation, and *Dancing Wings Butterfly Garden*[®], the region's only year-round live butterfly garden (for which Allyn's Creek Garden Club contributed financial support). Admission to *Dancing Wings Butterfly Garden* will be reduced to only \$2 during flower show hours.

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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.

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).