



# 2024 Year in Review

This past year marked the one-year anniversary of The Strong National Museum of Play's transformative, 90,000-square-foot expansion, which included the addition of new exhibits *ESL Digital Worlds: High Score* and *Level Up*, *Age of Empires*, and *Hasbro Game Park*. In 2024, The Strong also grew its collections to more than 540,000 objects; welcomed nearly 700,000 guests (the most ever); opened several short-term exhibits; and continued to make the museum more accessible.

## ROCHESTER REGION:

**395,128**

## NEW YORK STATE (other than Rochester)

**138,511**

## NATIONAL & INTERNATIONAL

**160,169**

Achieved the highest museum attendance ever—

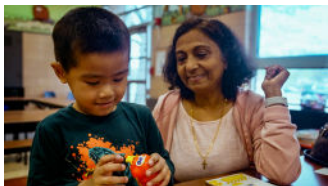
**nearly 700,000 guests!**

**Served more than 100,000** guests through community outreach programs.

Added *Asteroids*, *Myst*, *Resident Evil*, *SimCity*, and *Ultima* to the World Video Game Hall of Fame during an onsite ceremony



**Raised more than \$474,000** at the annual Play Ball gala—a new record!



Grew the Generation Two program to **23 area classrooms served**, bringing play-based experiences to more than **700 students**.

Served more than **100 preschool students** in The Strong's onsite Woodbury School.

Nearly **3,500 students** were welcomed for school lessons, field trips, and theme days.

Launched the museum's **first-ever summer camp** program.



Opened short-term exhibits, including ***Playful Putters*** and ***Dungeons & Dragons: 50 Years of Storytelling***. Opened the long-term ***Infinity Arcade***.





the**strong**  
NATIONAL MUSEUM OF PLAY

## 2024 Year in Review

**Awarded major grants from the National Endowment for the Humanities and the Lilly Endowment** to create new exhibits and implement initiatives focused on fostering character development in children.

Grew the museum collections to more than **540,000 objects** and served **600+ play researchers** from across the globe.

Hosted Gaming for All: A Women in Games Celebration and the first-ever Save the Games Symposium.

Added Aira, an accessibility app for the blind and low vision community.



**Generated more than 13 billion media impressions**—including live and taped broadcast segments on the *TODAY SHOW*.

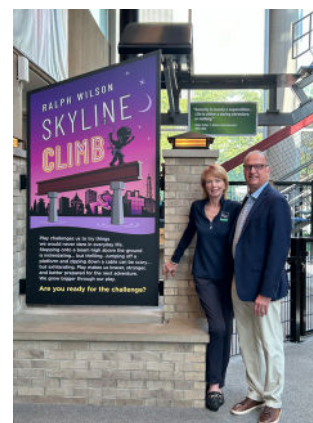


**Added hundreds of items** to the museum's National Archives of Game Show History, including the "Big Wheel" from *The Price is Right*.

**Welcomed more than 300 Rochester City School District students** to "Get in the Game!" to learn about careers in the video game industry.



**2** issues published of the *American Journal of Play*, including a special, double issue on toys.



**Named the Ralph Wilson Skyline Climb** in honor of Ralph Wilson's legacy and impact on Western New York.

Inducted My Little Pony, Phase 10, and Transformers into the National Toy Hall of Fame.

