



# 2023 Year in Review

In 2023, The Strong National Museum of Play opened a transformative, 90,000-square-foot expansion—part of the all-new Neighborhood of Play in Rochester, NY. The expansion includes three major exhibits dedicated to electronic games—*ESL Digital Worlds: High Score* and *Level Up*, and *Age of Empires*—along with the outdoor *Hasbro Game Park* and many other new experiences and programs. Here are some highlights from this monumental year for The Strong!

ROCHESTER REGION:

**373,808**

NEW YORK STATE  
(other than Rochester)

**129,737**

NATIONAL &  
INTERNATIONAL

**143,546**

Achieved the highest museum attendance ever—

**nearly 650,000 guests—**

on pace to meet the museum's goal of nearly one million guests by 2026.

Completed Powered by Play:  
A Campaign for The Strong –

**raising \$75 million for the expansion project.**

**Served more than 80,000 guests** through community outreach programs.



**Raised more than \$460,000** at the annual Play Ball fundraising gala—a new record!



**3** Issues published of the *American Journal of Play*.



Served more than 100 preschool and pre-K students in The Strong's recently renovated and expanded onsite Woodbury School.

Nearly **9,000 students** were welcomed for school lessons, field trips, and theme days.



**Generation Two grew from 11 to 22 area classrooms,** bringing regular one-on-one play to more than 500 students.



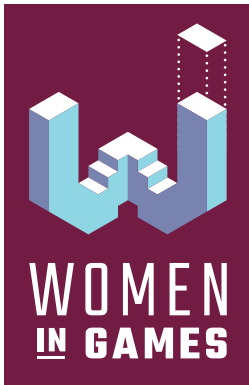
**OPENED TRAVELING EXHIBITS** including *Black Dolls* and *War Toys: Ukraine*.

**3** Online exhibits were launched, including two in honor of Black History Month.



the **strong**  
NATIONAL MUSEUM OF PLAY

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### Hosted “Gaming for All: A Women in Games Celebration”

to recognize the contributions of under-represented groups to the video game industry.



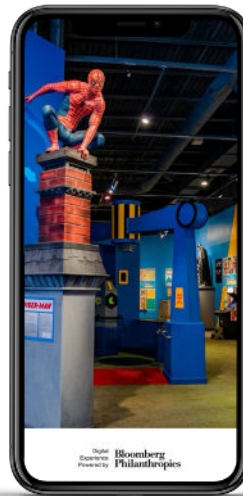
### Generated more than 5 billion media impressions

including broadcast segments on ABC's *Good Morning America* and *CBS Saturday Morning*.



### Added hundreds of items

to the museum's National Archives of Game Show History and opened a display celebrating the late Bob Barker's 100th birthday.



Honored Toy Industry Hall of Fame inductees: **Rose O'Neill** (Kewpie Dolls), **David Ring** (Larami Corporation), **John Lloyd Wright** (Lincoln Logs), **Ronnen Harary, Anton Rabie and Ben Varadi** (Spin Master), **Mary Couzin** (ChiTAG & People of Play), **John McLoughlin** (McLoughlin Brothers)



### Welcomed more than 500 students

from the Rochester City School District to “Get in the Game!”: a free educational event sponsored by Take-Two Interactive that introduced kids to careers in the video game industry.

### Joined Bloomberg Connects

A free arts & culture app.



### NATIONAL TOY HALL OF FAME INDUCTEES:

Cabbage Patch Kids, Fisher-Price Corn Popper, baseball cards, and NERF

### WORLD VIDEO GAME HALL OF FAME INDUCTEES:

Barbie Fashion Designer, Computer Space, The Last of Us, and Wii Sports

Grew library and archive holdings to **235,618 items.**  
Grew the museum collections to more than **535,000 objects.**