PLAY Time

BE THE ASTRONAUT
M O O N  |  M A R S  |  A S T E R O I D S  &  J U P I T E R

Opens September 15!

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Experience the first-ever museum exhibit based on Disney Junior’s Peabody Award-winning television series Doc McStuffins.

Be transported to the backyard of six-year-old Dottie “Doc” McStuffins, where she cares for broken toys and stuffed animals. Help Doc perform check-ups and diagnose toy patients with problems such as loose stitching, leaks, and low batteries in her backyard clinic. Treat patients in the magical McStuffins Toy Hospital, perform procedures in the Operating Room, groom toy pets at the Pet Vet, and feed baby toys in the Nursery.

The bilingual exhibit—featuring English and Spanish translations—teaches guests about healthy habits, compassion, and nurturing care.

Doc McStuffins: The Exhibit is produced by The Children’s Museum of Indianapolis and presented by Riley Hospital for Children at Indiana University Health. Disney character live appearances are not part of the exhibit.

© Disney

NEW EXHIBIT

Opens February 9

Experience the wonders of space in Be the Astronaut. Plan a space mission, learn about the technology and math skills required to be an astronaut, and fly spaceships, pilot landers, and drive rovers.

Join a crew of virtual experts—the scientist, the engineer, the navigator, and the doctor—to learn about spaceflight before heading out on missions in an interplanetary spaceship equipped with NASA-inspired landers and rovers. Track mission progress on a magnetic Astronaut ID card as you learn basic principles of physics. Then jump into the cockpit, which comes alive with lighting, game visuals, and sounds.

Need additional help? Robots throughout the exhibit—programmed by the exhibit’s “Artificial Intelligence Program”—are available to aide all future astronauts with their mission goals.

Deep Space
Navigate the gravitational force of the planets and survive the hazards of radiation. Fly time-lapsed missions at actual scale and explore the vast distances in space.

Throughout the exhibit, see real artifacts from space, such as meteorites, and memorabilia from the Soviet space program and Apollo Space Race. View full-size spacesuits, including ones from a Soviet cosmonaut and a replica of the NASA Mark VII Moon-Mars Suit, and a Chinese Taikonaut training pressure helmet.

The Be the Astronaut exhibit remains on view through January 7, 2019. Be the Astronaut created by Eureka Exhibits.

Asteroids, Comets, Meteors? What’s the Difference?

Asteroid: Relatively small, inactive, rocky bodies that orbit the Sun

Comet: Small but active objects made of rock, ice, and dust

Meteoroid: A small fragment of an asteroid or comet orbiting the Sun

Meteor: The bright light that results when a meteoroid enters the Earth’s atmosphere

Meteoroite: A meteoroid that survives its passage through Earth’s atmosphere and crashes into the surface.
UPCOMING PROGRAMS & EVENTS

Peanuts and Play
Marvel at artifacts featuring author and illustrator Charles M. Schulz’s iconic characters in the new Peanuts and Play display opening Saturday, October 27 near the entrance of The Strong’s Field of Play exhibit.
Snap a photo of a six-foot-tall statue of Snoopy and his best friend, Woodstock. Explore the impact of the Peanuts characters on play and pop culture, check out comic strips that drew inspiration from Schulz’s stories, and more. Discover the history of other popular comic strip characters, such as Buster Brown and Little Orphan Annie, and check out toys that were popular during the Baby Boom era when Peanuts was first released, including a toy rocket, Play-Doh, and Barbie.
Peanuts and Play made possible by Mary Valentine, a longtime friend of The Strong.

Storytime Club
Celebrate the joy of reading. Hear children’s stories on select Mondays at 10:30 and 11:30 a.m. Have your Storytime Club passport punched once during each visit. Collect five punches and receive a free children’s book.

Mondays, October 1, 15, 22 & 29
Autumn Adventures: delight in tales about the food and festivities during the fall season.

Mondays, November 5 & 26
Down on the Farm: explore life on the farm with stories about agriculture and animals.

Monday, November 19
Boot Up: enjoy special readings on Robert C. Postal Toy Soldier Day about playthings gearing up for action.

Mondays, December 3, 10 & 17
Wonderful Winter: cozy up with books about snow and holiday traditions.

In Another Galaxy
Saturday, October 6–Monday, October 8
Visit The Strong during Columbus Day weekend for three days of intergalactic fun! Come dressed as your favorite science-fiction character and journey to an alternate universe with actors from the 501st Legion (Vader’s Fist), Rebel Legion, and the Rochester Ghostbusters.
Marvel at robots built by the R2-D2 Builders Club, create a foam lightsaber, and attend a Jedi training session. Mix and match outfits in the Other Worlds Dress-Up area, play vintage sci-fi arcade games, and transform Mr. Potato Head into Darth Tater or Artoo Potatoo.
Play science-fiction themed video and pinball games. Be sure to check out science fiction books featured throughout the museum using your Monroe County Library System card.

Halloween at The Strong
Halloween Hocus Pocus
Saturday & Sunday, October 27 & 28
Creep into the museum for bewitching activities! Join local magician Bill Gormont as he takes on the role of a mad scientist in a special Halloween magic show on Saturday at 11:30 a.m. and 1 and 2:30 p.m. and Sunday at 1 and 2:30 p.m.
Help a mummy with its wrapping, check out what’s in the witch’s brew, and play a Halloween version of I spy with a skeleton. Celebrate the 50th anniversary of Mary Shelley’s literary classic Frankenstein with special monster-themed story readings. Snap a picture in the spooky pumpkin patch, craft a Halloween fortune teller, and watch scenes from classic monster movies.

Toddler Trick-or-Treat
Wednesday, October 31, 10 a.m.–2 p.m.
The littlest goblins and ghouls will enjoy spirited Halloween activities and collect prizes during Toddler Trick-or-Treat. Come in costume and journey around the museum for goodies—including coloring books, temporary tattoos, and crayons—with characters such as a chef, construction worker, or wizard.
Visit the Halloween Art Station and craft a witch, ghost, or creepy cat. Play a game of Feed the Monster, take a picture in the pumpkin patch, and more. Be sure to check out a book to take home from the Spooky Story Station with your Monroe County Library System card.

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Mondays, December 3, 10 & 17
Wonderful Winter: cozy up with books about snow and holiday traditions.
Inspire, support, and celebrate women and girls during an evening featuring innovative leaders in the video game industry. Speakers include gaming pioneers Carol Shaw, Dona Bailey, Brenda Laurel, and Megan Geiser, alongside other industry influencers such as renowned composer Laura Karpman, Executive director of the ESA Foundation, Anastasia Stan, will moderate an interactive panel discussion. The evening will include a tour of the Women in Games exhibit, refreshments, and video game play. Tickets may be purchased at museumofplay.org.

Discover the untold stories of women in the game industry. Find inspiration, motivation, and a sense of community at the Inspire, a ticketed evening featuring innovative leaders in the video game industry. Speakers include gaming pioneers Carol Shaw, Dona Bailey, Brenda Laurel, and Megan Geiser, alongside other industry influencers such as renowned composer Laura Karpman, Executive director of the ESA Foundation, Anastasia Stan, will moderate an interactive panel discussion. The evening will include a tour of the Women in Games exhibit, refreshments, and video game play. Tickets may be purchased at museumofplay.org.
Ninja Warrior Challenge
Saturday & Sunday
December 1 & 2
Put your athletic skills to the test! Hop onto an endurance course provided by Rochester's Warrior Factory. Build strength as you jump, spin, and hop through physical challenges on an obstacle course. Use speed and precision to scale the popular "warped wall," an eight-foot-tall curved barrier. All weekend long, meet and take pictures with a contestant from the popular television show American Ninja Warriors. sponsored or endorsed by Ninja Warrior Challenge is not liable for any injuries that may occur during the event. Closed-toe shoes and signed liability release are required.

Robert C. Postal Toy Soldier Day
Monday, November 19
Join The Strong for a day honoring veterans. Veterans showing proper identification receive a half off general museum admission fee. Check out a diverse sample of international military scenes shown in toy form in the museum’s Toy Soldiers on Parade display, featuring items from the Robert C. Postal Toy Soldier Collection. Enjoy a brief presentation by curator Michelle Parnett-Dwyer on the pageantry, pomp, and color of toy military figures at 11 a.m. and 2 p.m. The presentations will also feature an introduction to the Robert C. Postal Toy Soldier Collection by his wife, Carole Postal.

Take a picture with a life-sized Little Green Army Man (inducted into the National Toy Hall of Fame in 2014). The youngest soldiers can enjoy a special Little Green Army Man-themed Storytime Club and gear up for the Tiny Tiny Boot Camp. Receive a free Little Green Army Man and design a custom parachute for your soldier.

Robert C. Postal Toy Soldier Day and the Toy Soldiers on Parade display is made possible through the support of Carole Postal.

Frosty and Friends
Saturday & Sunday, December 8 & 9
Meet and take pictures with Frosty and the "huggable snowman" as the duo stroll through the museum. Marvel at a detailed winter village scene crafted by Rochester Lego Users Group. Read a snowy story to Tacy the Penguin and cozy up with a book of your choice. Craft an origami space shuttle and view an international space-related artifact exhibit. See Aurora keep your handprint, and try your hand at a snowman bowling game. On Saturday, delight in previews of The Astronaut by dancers from the New York State Ballet.

Blast Off Break Week
Saturday, December 22-Monday, December 31
Spend your school break among the stars. Craft an origami spaceship and view space-related artifacts, including a Gemini III spacecraft from the Play/Pals exhibit and a moon rocket tin toy in the Imagination Destination exhibit. Then visit the like the Astronaut exhibit to plan a space mission; learn what it takes to be an astronaut; and fly futuristic spacecraft, pilot landers, and drive rovers designed with NASA.

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National Toy Hall of Fame Reveals 12 Finalists
Will Uno play its cards right? Can the Magic 8 Ball change its fortunes? Will the sled slide across the finish line? Can chalk draw up a victory?

The National Toy Hall of Fame recently announced the 12 toy finalists for induction this year. American Girl dolls, chalk, Chutes & Ladders, Magic 8 Ball, Fisher-Price Corn Popper, Masters of the Universe, pinball, sled, tic-tac-toe, Tickle Me Elmo, Tudor Electric Football, and Uno.

“These 12 toys represent different play styles, from outdoor to imaginative, and different eras, from ancient to more modern,” says Christopher Banchs, vice president for collections. “But they all share an ability to inspire people to learn, create, and discover through play.”

The Strong’s National Toy Hall of Fame, established in 1998, recognizes toys that have inspired creative play and enjoyed popular appeal for a sustained period. The Strong’s National Toy Hall of Fame recognized toys that have engaged and delighted multiple generations. Criteria for induction include: Icon-status (the toy is widely recognized, respected, and remembered); Longevity (the toy is more than a passing fad and has enjoyed popularity over multiple generations); Discovery (the toy fosters learning, creativity, or discovery through play); and Innovation (the toy profoundly changed play or toy design).

The winners, chosen on the advice of a national selection advisory committee, will be revealed during a special ceremony at 10:30 a.m. on Thursday, November 8.

The Strong Acquires Monster Toys
Inspired by the 200th anniversary of the publication of Mary Shelley’s Frankenstein, the Strong has acquired a Dracula figure made by Azrak-Hamway Incorporated, a Frankenstein’s Monster figure from Mego Corporation, and a Wolfman Assembly Kit produced by Aurora Plastics.

All three of these toys trace their genesis to 1957 when Screen Gems bundled together pre-1948 classic horror films from Universal Studios and released the package for syndicated television. Marketed as “Shock Theater,” the films included Frankenstein, Dracula, The Invisible Ray, Wewolfe of London, and The Wolf Man, among others. The films usually aired on late night television, but many children snuck into their living rooms to catch the latest showing.

In 1971, Famous Monsters of Filmland magazine launched. The films and magazine tapped into the nation’s fears. Americans had recently witnessed the horrors of World War II and were now riddled with anxiety about the H-bomb and the Red Scare. People related to the themes of mind-control, paranoia, information-age anxiety, and security threats prevalent in the horror genre. Toy manufacturers soon caught on to the demand for monster related products.

In 1962, Aurora Plastics released a Frankenstein model kit. To proactively fend off parental anxieties, Aurora commissioned a psychological study focused on the effects of child’s play with monsters. The results—monster play was finite. Many psychologists during the period proclaimed that the manipulation of monsters allowed kids to exercise control over their fears. Aurora’s model production going 24 hours a day to meet consumer demand. By Christmas that year, Aurora also produced Dracula and Wolfman kits.


“Scholars continue to debate whether the horror-genre is cathartic or gratuitous,” says Curator Michelle Parnett-Dwyer. “These toys build upon characters and stories that have existed for hundreds of years and help us to understand how horror in popular culture reflects our values, curiosities, anxieties, and play.”

The winners, chosen on the advice of a national selection advisory committee, will be revealed during a special ceremony at 10:30 a.m. on Thursday, November 8.
The Strong Launches Online Exhibit Featuring Video Game Developer Collection

The Strong recently received a donation of materials, including digital archives, promotional items, and fan-created artwork from Cyrus-based Wargaming, developer of World of Tanks and other free-to-play video games, to help preserve the history of the company and make it available to the public in The Strong’s edgamerRevolution exhibit. The history of the company can also be explored in World of War Games, an online exhibit (link) launched through SocialText and the Wargaming Archive.

“Wargaming is one of the most significant game developers of the past 100 years and has had a huge impact on the free-to-play game market,” says Andrew Borman, digital games curator at The Strong. “The types of artifacts included in this collection help us to present a well-rounded story about this company, from its founding to how it developed games over the years.”

In 1998, Wargaming Group Limited established itself as a developer of military strategy games; its first game premiered in 2000. In 2010, it launched the massively multiplayer online, free-to-play game World of Tanks. The game—one of the most successful of its type—led to later incarnations on mobile and console, which are still played by millions around the world.

“Wargaming’s success rests in no small part upon the work of curators at museums around the world, who have helped to preserve the vehicles and stories of World War II,” said Tracy Spaight, director of special projects at Wargaming. “It is thus fitting that Wargaming—on the occasion of our 20th anniversary—should seek to preserve our company’s history, so that future historians can tell the story of the rise of the global video game industry. The Strong museum was the logical choice for these materials, as they are at the leading edge of preserving digital materials in the video game industry.”

What were the first mobile games? The Strong, Rochester Institute of Technology (RIT), and Second Avenue Learning recently launched The Original Mobile Games, a free iOS minigame collection, which gives gamers a chance to experience the very first of these handheld games—such as challenging.

“Today’s born digital mobile games use many of the same play mechanics that have been around for more than a century in these analog dexterity games,” says Stephen Jacobs, professor at RIT and the project’s producer. “We’ve recreated these historic games to be as much like the originals as possible—and just as challenging.”

An early version of the The Original Mobile Games was created by RIT students. Second Avenue Learning’s seasoned production team joined the project in April to finalize the app and expand on the collection of digital games. The Original Mobile Games are available in the Apple Store. Additional “packs” of games are available for purchase and download.

In June, Natalie Underberg-Goode of the University of Central Florida conducted primary research for her video game history textbook, The Evolution of Video Games. Also, in June, Patrick Ellis of Georgia Institute of Technology examined how jigsaw puzzles reinforced political, religious, and fan-created art work, from digital archives, promotional items, and materials to help create original Dungeons & Dragons adventures for his novel-in-progress, This Other World. During a one-week fellowship in July, Andrew Ervin of Temple University sifted through Dungeons & Dragons materials to help create original Dungeons & Dragons adventures for his novel-in-progress, This Other World. Also, in July, Jana Rossini of Syracuse University explored the museum’s collections of Carol Shaw, Dan/Dani Bunten Berry, and Her Interactive materials to help develop the history of female designers and games and evaluate how this has changed the landscape and accessibility of video games. Sean Purcell, four-year-old children and an early kindergarten program for four- and five-year-olds. Woodbury School at The Strong offers a preschool program for three- and four-year-olds and children from 1889—was so popular in its day that political cartoonists and media lambasted Pigs and Clover from 1889—was so popular in its day that political cartoonists and media lambasted

**Fellowship Recipients from Around the Globe Explore The Strong’s Collections**

Researchers from around the globe visited The Strong this summer to make use of its extensive collections and library archives.

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In August, Alexander Mirnowski, PhD candidate at Indiana University, visited The Strong for two weeks to begin research for his dissertation project, which will examine the role that space—the cosmos—has played in the history of video games. In September, Gilab Albert visited The Strong from the University of Zurich for two weeks to conduct research for his upcoming project, Computer Kids as Mimetic Entrepreneurs? A Transnational History of the Cracking Scene, 1980-1995.

**Journal Explores Play in the Age of Information**

How has computation changed play? In the upcoming issue of the American Journal of Play, Miguel Sicart, associate professor at the Center for Computer Game Research at IT University Copenhagen, explores the relationship between computation and play in the Age of Information.

Sicart establishes that play describes the creation of worlds with other players, either through the use of props such as games or toys. Play is not simply entertainment, but a system or method for its own self-sufficiency. Sicart claims that computers too are valuable beyond their immediate utility.

Sicart focuses on the concept of reenactment—the process of transforming information. Computers have fostered a “transition from analogue to digital data” and have, therefore, created a new world. Play is also reenacting because it translates a situation, context, space, and time into the scene, or instrument of play, has its own negotiated purpose, and is produced or performed with a personal touch. Just as computers have created a world in which we consume information differently, play creates a world in which we can express ourselves. Similarities explain the merging of computational and play and in the rise of video games.

Sicart frames his ideas with the stories told in the classic novel Don Quixote by Miguel de Cervantes. Cervantes created and inhabits an imaginary world in permanent clash with the actual world. Sicart believes that to comprehend the complexity of play, we must understand Quixotean Play, capable of engaging with and appropriating reality regardless of resistance. Recognizing play within this new context will allow us to develop understand play as a form of expression in the Age of Information.

Other articles in the issue explore play and love styles, problem gaming and play therapy.
College Students Complete Internships

Nine college students joined The Strong this summer as interns. The students assisted in many museum areas including marketing, the library and archives, public programs, collections, and more. Pictured left to right is Amanda Cullinan-Spinelli and two children.

The Strong Welcomes Distinguished Guests

Dana Long, inventor of the Scene 17 DVD game series, tours The Strong’s video games collection with The Strong’s Vice President for Exhibits Jon-Paul Dyson (left).

Out and About

In June Jeremy Saucier, assistant vice president for interpretation and electronic games, spoke about The Strong and Project Playful Learning in Kindergarten through High School Classrooms at the Strong in June for the administrative team from Newark School District.

Chris Bensch, vice president for collections, was keynote speaker for the Association for Games and Puzzles International Convention and Puzzle Parlour in Rochester in July. Dubnik and Curator Nick Ricketts also attended the event and accepted the association’s Outstanding Achievement Award on behalf of the museum.

In September, Bensch offered a gallery talk titled The Toys of War, Myth, Desire at the George Eastman Museum and a lecture titled Planes, Trains, and Automobiles: Transportation Toys at The Strong Museum at the New York Museum of Transportation in Henrietta.

Julia Novakovic, archivist, attended the Society of American Archivists (SAA) national conference in Washington, DC in August.

Karen Dodson, tourism sales associate, represented The Strong at the Student and Youth Travel Association’s annual conference in Baltimore, Maryland, in August.

Also in August, Supervisor of Live Collections Anna Simpson attended the Invertebrates in Education and Collections Conference (IECC) in Tucson, Arizona.

In September, Director of Conservation Hillary Ellis, discussed video game preservation as part of the Preserving Modern and Contemporary Museum Collections conference in Los Angeles. Ellis’s presentation at the conference was sponsored by the Conservation Center for Art and Historic Artifacts and the National Endowment for the Humanities.

Corporate Partners and Sponsors Make a Difference

Across our community, organizations are investing in The Strong by becoming corporate partners and museum sponsors. Their support provides important resources to broaden The Strong’s reach and bring the power of play to more children and families each year.

To learn how your organization can make a difference at The Strong and receive wonderful benefits for your employees, please contact Hillary Bubby at 585-410-6302 or hibubby@museumofplay.org.

Thank you to the following companies for renewing their commitments:

- Confer Realty, LLC: Lonza
- Hammer Packaging: M & T Bank
- Harris Beach PLLC: R.L. Kistler Inc.

The Happiest Hour Returns in December

Save the date for The Strong’s next Happiest Hour on Wednesday, December 12, from 5:30 to 9:30 p.m. The Happiest Hour is a ticketed, after-hours fundraiser and museum experience for “big kids” age 21 and older. Proceeds from The Happiest Hour help support The Strong’s educational mission and community outreach programs.

December’s Happiest Hour will feature winter crafts and games and include play time in the life the Astronaut exhibit. Guests will enjoy a sampling of snacks courtesy of Nix and a cash bar featuring the local brews of Roc Brewing Co. while exploring two floors of hands-on, interactive exhibits. The evening will also include a dance party with music by DJ Naps from BreakThrough Entertainment, cotton candy from Sugary Delights, and more.

Visit museumofplay.org/happiesthour to purchase tickets and for more fun details about The Happiest Hour.

The Strong Receives Grant for Community Outreach

The Daisy Marquis Jones Foundation has awarded The Strong a $20,000 grant to support the museum’s community outreach programs which make admission possible for Rochester-area children and families who might otherwise not have an opportunity to visit The Strong. This grant will help ensure that thousands of children and adults with financial, physical, or social limitations will get to experience the museum’s rich educational resources in the coming year,” says Kate Whitman, director of grants and foundation relations at The Strong. “We are grateful for the Daisy Marquis Jones Foundation’s generous support of this important program.”

The Strong Is Growing!

The Strong is expanding and you can help. Use the envelope in this Play Time issue to make a donation to the Powered by Play Campaign. Learn more at poweredbyplaycampaign.org

SUPPORT

The Strong broke ground on a new expansion project this past summer.
The Three Little Aliens and the Big Bad Robot
By Margaret McNamara (for the youngest readers)

Alien brothers Bork, Gork, and Nikkwitz set off from their home to settle on different planets in the solar system. Their mama warns them to stick together and watch out for the Big Bad Robot that wants to chew them up! This familiar tale takes the reader through the solar system, from Mercury to Neptune, as the three little aliens escape the clutches of the Big Bad Robot. Shelved in the Be the Astronaut exhibit.

See Inside the Universe
By Alex Frith (for younger readers)

This lift-the-flap book is full of facts and illustrations—covering the origin of the universe to the history of astronomy—to satisfy the most curious minds. Budding scientists can spend many pleasant hours lifting over 70 flaps to explore atoms, particle accelerators, space telescopes, and the Butterfly Nebula. Shelved in the Be the Astronaut exhibit.

I Love You, Michael Collins
By Lauren Baratz-Logsted (for older readers)

It’s 1969 and the U.S. is on the verge of the landing on the moon and all the students in 10-year-old Mamie’s class are writing to Neil Armstrong and Buzz Aldrin to cheer them on. Mamie decides to write to Michael Collins, the astronaut tasked with staying with the ship while Armstrong and Aldrin take their famous first steps. As the launch draws closer, Mamie’s family starts to fall apart and her one-sided correspondence with Michael Collins becomes the outlet for all her hopes and fears. Shelved in the Be the Astronaut exhibit.

Word Scrambles

1. ETLPAN
2. ISCEPHASP
3. TETREMIOE
4. OONM
5. EVORR
6. TOORB
7. UATSOTNAR
8. ITODESAR
9. MOCTE
10. VAGRYTI
11. AVETGAIN
12. REJIPUT
13. SOMSINI
14. RAMS
15. TACRRE

Answers:

For full event descriptions, please see the online calendar on museumofplay.org.
The Strong® is a highly interactive, collections-based museum devoted to the history and exploration of play. As a 501(c)(3) not-for-profit educational organization, The Strong is funded in part by contributions and grants from individuals, corporations, foundations, and state and federal entities. It is home to the International Center for the History of Electronic Games, the National Toy Hall of Fame, the World Video Game Hall of Fame, the Brian Sutton-Smith Library and Archives of Play, the Woodbury School, and the American Journal of Play and houses the world’s largest and most comprehensive collection of historical materials related to play.

MUSEUM ADMISSION
General Admission (does not include admission to Dancing Wings Butterfly Garden): age 2 and older $15, under age 2 free, museum members free.
Admission to Dancing Wings Butterfly Garden: $4 per person for members, general admission fee plus $5 for nonmembers; children under age 2 free. Tickets may be purchased at the museum’s admissions desk.
Admission rates and Dancing Wings Butterfly Garden fees subject to change.

PARKING
Limited free parking is available for guests during regular museum hours on a first-come, first-served basis.
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 find additional parking (fees apply) at neighboring municipal garages.

MUSEUM HOURS
Monday–Thursday, 10 a.m. to 5 p.m.
Friday & Saturday, 10 a.m. to 8 p.m.
Sunday, noon to 5 p.m.
The museum will be closed on Friday, October 26; Thursday, November 22; and Tuesday, December 25.
The museum will close at 4 p.m. on Monday, December 24 and Monday, December 31.

DINING
The museum offers a variety of dining options including Pizza Hut Express, Taco Bell Express, Subway, Louie’s Sweet Shoppe, and Bill Gray’s Restaurant. Visit museumofplay.org for hours and information.
On weekends, holidays, and during school breaks, dining tables and chairs are reserved for restaurant customers only.

INFORMATION
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PLAY TIME
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The Strong® is supported with public funds from the Institute of Museum and Library Services (IMLS) and the New York State Council on the Arts (NYSCA), a State agency. The Strong is accredited by the American Alliance of Museums (AAM), and is an institutional member of AAM, the American Association for State and Local History (AASLH), the Association of Children’s Museums (ACM), and the Museum Association of New York (MANY).

The Strong’s Gelser Library Desk to Launch the 20 for 20 Book Challenge
The Strong is home to one of the only museum-based circulating libraries in the nation, the Gelser Library, which is a mini-branch of the Rochester Public Library. Beginning November 1, the museum will launch the 20 for 20 Book Challenge in honor of the Gelser Library’s 20th anniversary and to encourage readers to check-out library books to enjoy at home. Participants in the challenge can pick up a book tally sheet at the Gelser Library desk any time after November 1 to record the title of books checked-out from the museum. After checking out 20 books and returning them, guests can submit the completed sheet at the Gelser Library desk to be entered into a quarterly drawing for a $20 gift card to the museum’s shop. The 20 for 20 Book Challenge will continue until December 31, 2019 with the goal of reaching 20,000 books checked out.