Be a knight. Be a princess. Or become a noble craftsman using one of the greatest building materials of all time—LEGO® bricks—at LEGO® Castle Adventure, a new exhibit opening Saturday, October 4. (See page 3 for opening weekend activities.)

Be immersed in castle-life with themed areas designed to teach children and families about life in the Middle Ages:

Royal Castle
Explore the royal castle and sit upon their majesties’ thrones. Admire royal furnishings including a family portrait and decorative suit of armor—made entirely out of LEGO bricks! Take a tour of the king’s secret treasure room, brimming with LEGO jewels, but beware of the dungeon. Climb a lookout tower and try to defend the castle walls from enemies.

Builder’s Guild
Learn how real castles were planned and built by examining LEGO models of real-world castles Blarney (Ireland), Arundel (England), and Neuschwanstein (Germany) created by LEGO® Master Builders. Then put your newfound knowledge to the test and join the Builder’s Guild to plan the ideal defenses and construct your own castle. Three age-appropriate building areas encourage young builders to create a medieval masterpiece:
- Apprentice Builders (toddlers), featuring oversized, foam LEGO bricks
- Journeymen Builders (ages 3-6), featuring giant DUPLO® bricks
- Master Builders (ages 7 and older), featuring standard LEGO bricks

View LEGO topiary models and then create your own landscapes for the castle courtyard.

Jousting Field
Play the part of a knight and saddle up for some family-friendly jousting. Experience how a knight trained for tournaments by donning a suspender-style horse, grabbing your foam-rubber lance, and trying to hit targets.

Dragon’s Cave
Visit the resident (friendly!) dragon and dress up in regal attire to create your own fantastical story about kings, queens, knights, princesses, and mythical beasts.

Catapult Range
Construct a virtual castle wall using 3-D computer technology and then test its strength against a real-world catapult. Using trial-and-error, discover the best methods for constructing a fortress able to withstand a siege.

LEGO Castle Adventure remains on view through February 1. The exhibit was created by The Children’s Museum of Indianapolis in conjunction with LEGO Systems, Inc.

LEGO® Castle Adventure Opening Celebration
Saturday, October 4 11 a.m.–4 p.m.
Sunday, October 5 1–4 p.m.
- Marvel at an amazing building-brick display (big enough to fill a room!) featuring towering buildings and winding train tracks created by the LEGO Users of Central New York.
- Create a paper mask to wear or a brick to take home.
- On Saturday only, enjoy performances at 11 a.m. and 1 p.m. by Dangerous Signs—a poetry group from the National Technical Institute for the Deaf at Rochester Institute of Technology. The group will weave a tale of chivalry and adventure with American Sign Language, spoken words, music, and dance.

Hear ye, hear ye!
The king and queen invite you to the royal kingdom to test your castle-building skills at LEGO® Castle Adventure!
Mark your calendar for the opening of the museum’s newest permanent exhibit, Play Pals, on Saturday, December 6. Play Pals traces the evolution of dolls, action figures, toy soldiers, plush animals, and other toys of the imagination and is the third phase of a five-phase project to transform the museum’s second floor into a nearly 16,000-square-foot space exploring the history of play in America.

“Play Pals brings imaginary worlds to life and allows children to interact with their favorite dolls and action figures,” says Jon-Paul Dyson, vice president for exhibits. “In addition to being highly interactive, the exhibit tells the history of these important figures and includes rare and significant examples—such as a Thomas Edison talking doll—from The Strong’s world-renowned collections.”

A timeline of toys traces their evolution from the homemade dolls of the early 1800s, through the creation of the teddy bear (named after President Theodore Roosevelt, see page 10) in the early 1900s, to the development of favorite modern figures such as Bratz and Transformers. “Humans have played with dolls—and other figures—for hundreds of years. They’re a natural form of collections.”

In American history, they’ve been important tools for children to act out traditional domestic roles, learn to nurture pretend animals, and in some cases, help make sense of war.”

A display case marking significant milestones in the developments of these figures includes rare artifacts such as a Bild Lilli doll (that inspired Barbie), an early G.I. Joe prototype, a Steiff teddy bear, a 1930s velvet Mickey Mouse, and Mabel—the beloved doll of museum founder Margaret Woodbury Strong.

The Play Pals exhibit blends these unique artifacts with hands-on activities that encourage guests to role-play, test their reflexes, and create imaginary worlds. Upon entry to the exhibit, guests encounter an enormous toy package where they can become part of the action and dress as a doll or action figure. Deeper into the exhibit, a life-size dollhouse, complete with nursery, kitchen, and garage, beckons.

At the teddy bear check-up area, guests weigh, measure, and check the vital signs of their favorite stuffed toys and test their skills and reflexes with a teddy bear operation game. An adventure table with plastic toy soldiers and other action figures offers dynamic settings for imaginative play, including a volcano, castle, and modern city. Computer stations let guests play Skylanders and Disney Infinity games, complete with accompanying figures, and give guests the opportunity to plug in their year of birth to see which toys were popular then.

Says Dyson, “We hope that adults will be transported back to the days of their own pretend play as they watch their children enjoy the colorful, playful space.”

Play Pals is made possible in part by a grant from the U.S. Institute of Museum and Library Services.

Halloween Events
Halloween Spooktacular
Saturday, October 25, 11 a.m.–4 p.m.
Sunday, October 26, 1–4 p.m.
Calling all witches, princes, and superheroes! Come in costume and enjoy Halloween-inspired performances by Hilby, the Skinnny German Juggloe Boy. Join a dance party, play with glow-in-the-dark toys, and create a spooky craft. Meet local author of the Yum and Yuck book series, Nannette Nocito, and enjoy story readings of her new book, When the Sun Goes Down by WHAM 1880 Host Joe Lomano. XXII/Classical hosts Brenda Tremblay and Mona Seghatoleslami. XXII host Beth Adams, actress Diane Chevron, and others.

Toddler Trick-or-Treat
Friday, October 31, 10 a.m.–2 p.m.
Enjoy Halloween activities and prizes for the littest trick-or-treaters. Come in costume and trick-or-treat for prizes with favorite storybook characters, including Little Bo Peep, Little Red Riding Hood, and more. Dance to Halloween music, play party games, check out books in the Spooky Story Station, and make a scary craft.

Balloons Around the World
Wednesday, October 1
Be amazed as local artists, including Larry Moss and Kelly Cheattle of Arigami, celebrate the 15th annual Balloons Around the World event by crafting a giant balloon sculpture of a court jester on a throne in honor of the LEGO® Castle Adventure exhibit opening October 4.

Columbus Day Castle Play
Friday, October 10–Monday, October 13
Construct a magical kingdom using gigantic castle blocks, dress up as a king or queen, and enact a story of adventure with royal court puppets. Head to the stables to groom a regal steed, create a miniature 3-D castle to take home, and more. And don’t miss the chance to explore the LEGO® Castle Adventure exhibit. Marvel at castle sculptures made entirely from LEGO® bricks and create your own castle masterpiece.

Openings
Play Pals Opening Weekend Celebration
Saturday, December 6, 11 a.m.–4 p.m. and Sunday, December 7, 1–4 p.m.
Cozy up next to your pal and enjoy interactive musical performances by Billy Kelly, nationally recognized children’s performer, on Saturday at 11:30 a.m. and 3:30 p.m. and Sunday at 1 and 2:30 p.m. Kelly’s “I’m Thinking of An Animal” video series appears on PBS stations nationwide, including Rochester’s WXXI.

Storytime Club
Celebrate the joy of reading. Hear children’s stories on select Mondays at 10:30 and 11:30 a.m.
Monday, October 6, 20 & 27
Be Thankful
Gather around for stories about things to be thankful for including family and friends.

Monday, December 1 & 15
Winter Wonderland
Cozy up with tales about the winter season and holiday traditions.

Nutrition Education Series
Learning through play and activities.
Delight in colorful stories about autumn and Halloween.

Mondays, November 10, 17 & 24
Be Thankful
Join in playful learning activities with your child at this monthly series created to help parents teach little ones important skills through play. Events run from 10 a.m. to 2 p.m.

November 3—Build It
Enjoy construction-themed activities and crafts.

December 8—Let It Snow
Delight in wintertime stories and activities.

Mondays at
Hear children’s stories on select Mondays.

Have your Storytime Club passport punched once during each visit. Collect five punches and receive a free children’s book.
Hess Trucks 50th-Anniversary Mobile Tour Launch
Saturday, November 1
10 a.m.–4 p.m.

Is your family one of the millions that has been collecting Hess Toy Trucks for generations? This year marks the 50th anniversary of the Hess Toy Truck. In celebration of this milestone, Hess will be touring a mobile museum across the nation highlighting five decades of Hess Toy Truck history. Where is the tour kicking off? The Strong museum in Rochester, New York!

The Hess Mobile Museum pulls up to The Strong on November 1 at 10 a.m. Guests may explore the mobile museum, see examples of the toy trucks from the last 50 years, and get a preview of the 2014 truck. The mobile museum will be accompanied by outdoor activities for kids—including a photo op, Kids’ Zone, and a bank of toy truck computer games.

“We’re pleased that Hess chose to launch their mobile museum tour here at The Strong,” says Christopher Bensch, vice president for collections here at The Strong. “It is only natural that Children Awaiting Parents is a national, not-for-profit charitable organization that recruits foster and adoptive families for special needs children who has been waiting the longest for permanent homes, CAP has been serving the community for 50 years, bringing together more than 6,000 children and families. For more information about CAP, visit ChildrenAwaitingParents.org.

Get Ready for The Nutcracker and A Christmas Carol
Tuesday, November 11
11 a.m.–2 p.m.

Enjoy storytelling, dance, and theater from family holiday favorites The Nutcracker and A Christmas Carol. Check out an excerpt from The Nutcracker performed by costumed dancers from Rochester City Ballet at 11 a.m. and 1 p.m. A costumed cast member from Geva Theatre Center’s production of A Christmas Carol will read selections from the Charles Dickens classic at noon and 2 p.m.

LEGO® Castle Adventure School-Break Week
Saturday, December 20–Sunday, January 4

Explore the LEGO® Castle Adventure exhibit, featuring LEGO® models of real-world castles created by LEGO® Master Builders. Train like a knight in the jousting field, construct a virtual castle wall using 3-D computer technology, and admire royal furnishings including a decorative suit of armor—made entirely out of bricks. Get creative and construct your own paper brick to take home. Try your hand at strategy games that have challenged people for centuries including Red Dragon, Nine Men’s Morris, puzzles, and an oversized game of chess.

In Another Galaxy Weekend
Saturday, November 15, 11 a.m.–4 p.m.
Sunday, November 16, 1–4 p.m.

Use the force and transport the family to In Another Galaxy Weekend at The Strong, Gomu dressed as your favorite science-fiction character and journey to another universe. Meet actors from the 501st Legion (Vader’s Fist), Rebel Legion, and Rochester Ghostbusters and pose for pictures with your favorite characters. Check out robots built by the R2-D2 Builders Club, mix and match sci-fi outfits in the Other Worlds Dress-Up area, and test your skills at sci-fi vintage arcade games.

Purchase unique art inspired by Star Wars, Star Trek, Doctor Who, and more. Make a foam light saber, stretch your intellectual powers with brain teasers and puzzles from the Imperial Cadet Training Manual and the Rebel Legion Activity Book, and view science fiction artifacts—including action figures and spaceships—from the museum’s collections. The littlest Jedi can transform Mr. Potato Head into Darth Tater or Artoo Potatoo, and get a temporary tattoo at the Tatooine Tattoo Shop. The littlest Jedi can transform Mr. Potato Head into Darth Tater or Artoo Potatoo, and get a temporary tattoo at the Tatooine Tattoo Shop. The littlest Jedi can transform Mr. Potato Head into Darth Tater or Artoo Potatoo, and get a temporary tattoo at the Tatooine Tattoo Shop. The littlest Jedi can transform Mr. Potato Head into Darth Tater or Artoo Potatoo, and get a temporary tattoo at the Tatooine Tattoo Shop.

For more information about CAP, visit ChildrenAwaitingParents.org.

NATIONAL TOY HALL OF FAME CELEBRATION WEEKEND
Saturday, November 8, 11 a.m.–4 p.m.
Sunday, November 9, 1–4 p.m.

Rejoice during this annual celebration of America’s favorite toy! Honor the toys newly inducted into the National Toy Hall of Fame and revel in a weekend of activities featuring the cardboard box (2005 inductee) and jigsaw puzzle (2002 inductee).

Enjoy a presentation at 2 p.m. each day by Mark Shapiro, from Oregon-based LAIKA, the award-winning animation studio behind Coraline (2009), ParaNorman (2012), and the new movie The Boxtrolls, which pays homage to the cardboard box. The movie tells the tale of an orphaned boy raised by underground trash-collectors who wear cardboard boxes like turtles wear their shells. Sea original puppets and props and learn how the creative team at LAIKA brought these cardboard-clad characters to life.

Continue the cardboard box celebration by designing your creature, becoming a boxtroll using stop-motion animation with Rochester Institute of Technology professor Tom Gaskel, and checking out original works of art from cardboard artist Lou Iannone who uses the material to make houses, trains, planes, and more.

Then become a piece of puzzle history and help put together “Wildlife,” the world’s largest jigsaw puzzle, which depicts dozens of exotic animals and colorful plants. The puzzle stands five feet tall, stretches 18 feet wide, and consists of 33,600 pieces. Use “Wildlife” to play an I Spy game and enjoy a variety of magnetic, wooden, and floor puzzles. (“Wildlife” and other puzzles courtesy of Educa.)

Learn about the National Toy Hall of Fame’s 12 finalists for 2014 induction on page 9.

THE HEART GALLERY DISPLAY
Saturday, November 8–Saturday, November 30

Open your heart. Open your home. That’s the message Children Awaiting Parents (CAP) seeks to impart at The Judge Wagner 2014 Heart Gallery—an exhibit of photographs of children in need of adoptive families, on view during National Adoption Month in November. Portraits by volunteer photographers capture each child’s unique personality.

Children Awaiting Parents is a national, not-for-profit charitable organization that recruits foster and adoptive families for special needs children who has been waiting the longest for permanent homes. CAP has been serving the community for 50 years, bringing together more than 6,000 children and families. For more information about CAP, visit ChildrenAwaitingParents.org.

Use the force and transport the family to In Another Galaxy Weekend at The Strong, Gomu dressed as your favorite science-fiction character and journey to another universe. Meet actors from the 501st Legion (Vader’s Fist), Rebel Legion, and Rochester Ghostbusters and pose for pictures with your favorite characters. Check out robots built by the R2-D2 Builders Club, mix and match sci-fi outfits in the Other Worlds Dress-Up area, and test your skills at sci-fi vintage arcade games.

Purchase unique art inspired by Star Wars, Star Trek, Doctor Who, and more. Make a foam light saber, stretch your intellectual powers with brain teasers and puzzles from the Imperial Cadet Training Manual and the Rebel Legion Activity Book, and view science fiction artifacts—including action figures and spaceships—from the museum’s collections. The littlest Jedi can transform Mr. Potato Head into Darth Tater or Artoo Potatoo, and get a temporary tattoo at the Tatooine Tattoo Shop.

For more information about CAP, visit ChildrenAwaitingParents.org.
The history of this early 20th-century plaything began when Roosevelt set out on a hunting trip in Mississippi. For several days, newspapers reported that the President had failed to shoot any game. Finally, Roosevelt’s aides found a bear, which they cornered and presented to him to shoot. However, Roosevelt refused because he felt it would be unsportsmanlike.

Roosevelt’s benevolence became the subject of a political cartoon by Clifford K. Berryman, titled “Drawing the Line in Mississippi” and published on November 10, 1902 in a Brooklyn store owner, Morris Michtom, saw the drawing of Roosevelt and the bear cub and was inspired to create “Teddy” Roosevelt.

The Theodore Teddy Bear is a universal icon of childhood—an early teddy bear and black threaded features manufactured by the Ideal Toy Company—whose origin was inspired by the actions of President Theodore “Teddy” Roosevelt.

The Strong’s permanent collections are the subject of a political cartoon by Clifford K. Berryman, titled “Drawing the Line in Mississippi” and published on November 10, 1902 in a Brooklyn store owner, Morris Michtom, saw the drawing of Roosevelt and the bear cub and was inspired to create “Teddy” Roosevelt.

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New E-Newsletter Documents ICHEG Activity

The Strong’s International Center for the History of Electronic Games (ICHEG) now publishes a periodic e-newsletter to keep friends and supporters updated about its accelerating endeavors. The e-newsletter explores ICHEG’s most recent acquisitions, and preservation and interpretation activities, and provides a behind-the-scenes look at the world-class collection of video games, other electronic games, and related historical materials. It can be viewed at the ICHEG e-newsletter.

Upcoming Journal Issue Explores Cognitive Neuroaesthetics

The upcoming issue of the American Journal of Play takes an in-depth look at cognitive neuroaesthetics—an emerging subfield or converging insights of neurological research with the study of aesthetics. Guest edited by Philip H. Prager, assistant professor at the IT University of Copenhagen in Denmark and a Cambridge University-trained art historian, this special issue explores the vital role of play in evolutionary success and the biological basis for creativity. The issue draws upon cutting-edge neuroscience to examine the importance of play to creative cognition, the positive impact of video game play on cognitive skills, and the role that play takes in refining the juvenile primate brain. Read the American Journal of Play free of charge at journalofplay.org. Printed editions are also available for subscription and single copy purchase.

Finding Aids Assist Researchers

The archival collections of The Strong’s Brian Sutton-Smith Library and Archives of Play include nationally and internationally important personal papers, design documents, business records, manuscripts, works of art, and other materials that provide unique windows into the many facets of play, its role in learning and human development, and the ways in which it illuminates cultural history. For example, in addition to the papers of play scholars such as Brian Sutton-Smith, the archives contain the papers of early childhood educators like Vivian Paley, game designers like Sid Sackson, artists and authors such as Johnny Gruelle and Stan and Jan Berenstain, and video game luminaries including Ralph Baer. Preservation of and access to these materials is paramount to the dozens of scholars, students, collectors, game designers, and others who visit The Strong from around the world to conduct research on a variety of scholarly and commercial endeavors.

To assist researchers in their discovery, library and archives staff create finding aids. Finding aids describe records found within collections thereby assisting both archives staff and users to locate and understand the materials. Finding aids are organized either by type of material—such as personal correspondence, business correspondence, photographs, design documents, business records—or by theme, whichever arrangement will best assist researchers. Finding aids provide information on the collections scope; context, such as the historical background on the papers or game that is the collection’s focal point, the collections significance in general, and its importance within the museum’s overall collections; and the custodial history of the materials—how the museum acquired the collection.

Preparing an archival collection can take days or weeks depending on its size. An archivist must create an inventory of the collection, determine the best arrangement, develop a processing plan, arrange and re-house the materials, determine if any preservation work is required, and then finalize the descriptive information for the finding aid. Other, related archival materials that will be useful to a researcher may also be identified. Learn more about The Strong’s major archival collections and view its finding aids online at museumofplay.org.

Video Game Designer Donates First Computer

Have you ever played the classic computer game “Doom”? If so, then you navigated the adrenaline-pumping world co-created by prominent game designer and developer John Romero. In July, Romero visited The Strong to unveil in the museum’s ed 값을 evolución exhibit a display of his original Apple II+ computer (used to develop his first published game) and a notebook containing drawings and code for several of his games.

“John helped to create many iconic and historically significant games such as ‘Doom’, ‘Wolfenstein 3D’, and ‘Quake’,” says Jon-Paul Dyson, director of The Strong’s International Center for the History of Electronic Games and vice president of exhibitors. “We’re honored to have the original computer that launched his career and a design notebook that offers a glimpse into the mind of one of the video game industry’s most pioneering figures.”

These items, now part of The Strong’s permanent collections, sit alongside those of other pioneer video game designers such as Bill Budge, Will Wright, Ralph Baer, Don Daglow, and others.

2014 Toy Hall Finalists Announced

Will the paper airplane soar into the National Toy Hall of Fame? Will this be the year that My Little Pony gallops into the hardwood floor? Can the Hess Toy Truck permanently park itself next to other inductees? The Strong announces the following 12 toys as finalists for induction into the National Toy Hall of Fame: American Girl dolls, bubbles, Fisher-Price Little People, Hess Toy Trucks, little green army men, My Little Pony, Operation Skill Game, paper airplane, pots and pans, Rubik’s Cubes, Sligh Sidekicks, and Teenage Mutant Ninja Turtles toys.

The class of 2014 will be revealed at a special ceremony on Thursday, November 6 at 10:30 a.m., followed by a special weekend celebration on Saturday, November 8 and Sunday, November 9. For more information, see page 6 for weekend activities.

The National Toy Hall of Fame gallery will close for renovation on December 31.
The Strong Welcomes Distinguished Guests

Academy of Interactive Arts and Sciences President Martin Raw (second from left) visited The Strong in June to explore its exhibits and archival materials. Pictured in The Strong’s International Center for the History of Electronic Games (ICHEG) Lab with museum President and CEO Rolfied Adams (far left): ICHEG’s Dennis Degroot, Jon-Paul Dyson, and Jeremy Saucier.

The Strong Names New Trustee

The Strong’s Board of Trustees elected Cecilia Griffin Golden, PhD, executive director for education at Hillside Family of Agencies, as a new member of its governing body. Golden comes to the board with a wealth of experience in both the education and not-for-profit sectors, and brings the ability to contribute invaluable as the museum expands its educational and community outreach programs. Prior to joining Hillside, Golden served as assistant provost of Southern University and A&M College, president and CEO of Volunteers of America Chippewa, CEO of YWCA of Greater Pittsburgh and chief academic officer with the Rochester City School District. She holds a doctorate in sociology of education from the State University of New York at Buffalo. golden’s degree in teaching English as a second language/bilingual education from the State University of New York at Albany, and a bachelor’s degree in Spanish education from the State University of New York at Geneseo.

Nazareth Students Display Projects

In June, Nazareth College graduates in student Professor Stephan Damiano’s Digital Media and Therapeutic Play Therapy class shared research on play therapy theories with museum guests and staff. The students displayed posters and answered questions related to the many therapeutic aspects of play.

Out and About

Over the summer, Kathleen Dengler, senior vice president for marketing and communications, participated in “Diversity in the Arts: A Call to Action in ROC,” a symposium hosted by Rochester Institute of Technology. she also participated in “I Love New York’s China Ready workshop, and completed a second year of 200 teachers to discover what Rochester’s cultural institutions response is to the Common Core.”

The Strong Names New Director of Conservation, Chief Entomologist

The Strong is pleased to announce that Carrie McNeal has been hired as director of conservation. In this role, McNeal oversees preservation and conservation treatments for the museum’s more than 400,000 artifacts related to play—including toys, dolls, board games, video games, and other historical materials.

McNeal comes to The Strong from Gateway Conservation Services in St. Louis, Missouri. She also has experience caring for the Library of Congress and The Walters Art Museum in Baltimore, Maryland. McNeal holds a master’s degree in art conservation from the University of Delaware, a Certificate of Advanced Study in Preservation from Simmons College in Boston, and a bachelor’s degree in art history from Southern Illinois University, Edwardsville.

Additionally, Evan Hoki has been hired as live collections manager and chief entomologist. in this role, Hoki provides primary care and oversight of the museum’s Dancing Wings Butterfly Garden (including butterflies, birds, and small reptiles) and aquarium. Hoki has experience caring for insects and arthropods with the United States Department of Agriculture, Cornell University, and the Smithsonian Museum of Natural History Insect Zoo. He holds a master’s degree in entomology and plant science from Cornell University.

College Students Complete Internships at The Strong

The Strong welcomed nine interns from area colleges and universities this summer. Pictured from left to right in the back row is Courtney O’Gorman, SUNY Geneseo; Melissa Holko, University of Rochester; and Katie Metzger, SUNY Buffalo. In the front row from left to right is Claire Consolino, Vanderbilt University; Mary Dannhauser, SUNY Buffalo; and Kristin Kuegler and Rachel McNeal, Rochester Institute of Technology. Not pictured is Courtney O’Gorman, SUNY Geneseo.

The Strong's Rollie Adams, Christopher Bensch, and CEO Rollie Adams.

Bruce Ralffe (right), president of Gund, Inc. at Eoneo. Tours The Strong with President and CEO Rolifie Adams.

Natalie Crookies (second from left) and Roland Earl (second from right) of the British Toy and Hobby Association with the Strong’s Rolifie Adams, Christopher Bensch, Lisa Feinman, and Suzanne Sel des (from left to right).

In July, Suzanne Sel des, vice president for marketing and communications, offered a number of Interns to local groups including “Dolls, Deals, and Darth Vader: The Latest from the National Toy Hall of Fame” and “How Decking the Halls to Shopping Malls: American Christmas Traditions and How They Grew.”

Chris Benach, vice president for marketing and communications and chief of staff, led a number of interns from local groups including “Dolls, Deals, and Darth Vader: The Latest from the National Toy Hall of Fame”.

Crew members from Westpaw Films conducted research for the Strong’s ICHEG Lab with Jon-Paul Dyson in July for an upcoming documentary about Dungeons & Dragons.
Membership Makes the Perfect Holiday Gift
Looking for the perfect gift that lasts all year long? An annual membership to The Strong museum makes a wonderful gift for friends, grandparents, co-workers, or anyone who would enjoy a whole year of family fun! To purchase a gift membership, visit museumofplay.org, call membership at 585-263-2700 x264, or visit the admissions desk.

After-Hours Shopping Event Slated for November 19
Museum guests are invited to the fourth annual after-hours shopping event on Wednesday, November 19 from 5 to 8 p.m. This evening of shopping for adults includes prizes and refreshments. Be sure to use your Strong Rewards card to earn a free $10 shop gift card for every $100 you spend. Don’t have a Strong Rewards card? Pick one up when you visit the museum shop.

Members Save 25% in the Museum Shops All December
Just in time for the holidays! Show your valid membership card and enjoy a special 25% discount on museum shop purchases during the entire month of December! Choose from a wide range of quality educational toys, children’s books, arts and crafts, dress-up items, and popular plush toys. Some restrictions apply.

Donate to Pirate Toy Fund
The Strong is a designated drop-off site for Rochester’s Pirate Toy Fund. Donate a new, unwrapped toy during your next museum visit to help bring a smile to the faces of kids in the community this holiday season.

Sprint to The Strong for the Reindeer Run 5K
The Reindeer Run, a unique, family-friendly foot race is scheduled for the morning of Saturday, December 20th. Produced by YellowJacket Racing and Sponsored by Fleet Feet Sports, the all-ages run is downtown Rochester’s only winter 5K event.

Landsman Funds New Woodbury Scholarship
The Strong is grateful for Landsman Development Corp.’s generous underwriting of a scholarship to the museum’s Woodbury School. The Landsman Development Corp. Woodbury School Annual Scholarship provides funding for a child who resides in Landsmans’ Southeast Towers II and attends Woodbury School. Partnerships with private supporters such as Landsman Development Corp. helps The Strong expand the reach of Woodbury School.

Thank you to Corporate Partners
Businesses that make a financial contribution to The Strong’s Corporate Partners Program provide meaningful support for the museum while receiving valuable benefits for their employees, such as free admission days, family passes, and employee discounts on museum membership. To learn how your company can participate, contact Kara Riley at 585-410-6368 or kriely@museumofplay.org

Welcome to our newest corporate partners:
HR Benefit Advisors, Ltd.
Kodak Alaris
Woods Oviatt Gilman LLP

Thank you to these corporate partners for renewing their memberships:
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Excellus BlueCross BlueShield
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Harris Corporation
Hartman Communications Division
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Lonz

Special Thanks to the Play Ball’s Sponsors
Friday, September 19 was a memorable evening as more than 600 guests gathered for the fourth annual Play Ball. The Strong extends its sincere thanks to trustees Steve Dubnik and his wife, Claire, for serving as honorary co-chairs of this fun-filled event, as well as all to all sponsors who helped make this year’s Play Ball such a success. Funds raised through the Play Ball support the many education and outreach programs provided by The Strong.
To see photos from the event, visit theplayball.org.

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**LEGO Quiz**

LEGO® Castle Adventure opens October 4. Test your LEGO knowledge! How many of these trivia questions can you guess correctly?

1. What year was LEGO Group founded?
   - a. 1890
   - b. 1913
   - c. 1932
   - d. 1946

2. Ole Kirk Kristiansen, LEGO company founder, developed the name “LEGO” by using the first two letters of the Danish phrase leg godt, which means what?
   - a. Play Often
   - b. Play Well
   - c. Love Long
   - d. Build Big

3. In what year was the first minifigure with movable arms and legs released?
   - a. 1978
   - b. 1992
   - c. 1987
   - d. 1995

4. The first female minifigure was dressed as a:
   - a. Teacher
   - b. Chef
   - c. Reporter
   - d. Nurse

5. How many LEGO bricks would you need to reach the moon?
   - a. 100,000,000 bricks
   - b. 200,000,000 bricks
   - c. 400,000,000 bricks
   - d. 200,000,000,000 bricks

6. How many different ways can six eight-stud LEGO bricks be combined?
   - a. 36 ways
   - b. 46,656 ways
   - c. 2,156,369 ways
   - d. 915,103,765 ways

7. How tall is the tallest tower made from LEGO bricks?
   - a. 79 feet
   - b. 102 feet
   - c. 114 feet
   - d. 158 feet

8. How many LEGO bricks would you need to build a castle with blocks of earth? Luckily, with the help of his animal friends, he’s able to put the earth back together. Charming illustrations accompany this small story with a big message. (This book is shelved in the LEGO® Castle Adventure exhibit.)

**The Case of the Halloween Ghost**

by John R. Erickson

(For intermediate readers)

Hank the Cowdog, along with his sidekick Drover, are the security force at the ranch. Like other books in the series, this story is told with humor and word play. Readers are sure to laugh out loud. (This book is shelved in the Mystery Mansion section of Reading Adventureland.)

**The Giver**

by Lois Lowry

(For older readers)

Would you want to live a life of no choices and no pain; a life so dull, so lifeless, that there is no color and no joy? (This science-fiction and eventually the truth about his memories, overwhelming knowledge, and stark reality of the community. (This science-fiction Newbery Award winner is shelved in the Adventure Island section of Reading Adventureland.)

**DECEMBER**

Monday, December 1

National Toy Hall of Fame Ceremony

Explore the mobile museum, enjoy outdoor activities, and more.

Saturday, December 6 & 7

Play Pals Exhibit Opening

Explore a world of imagination with action figure play stations, teddy bear hospital, walk-in doll house, and more. Delight in musical performances by Billy Kelly, nationally recognized children’s performer.

Monday, December 8

Monday Kicks for Ages 2 to 6

Let it Snow! delight in wintertime stories and activities. 10 a.m. – 2 p.m.

Saturday, December 20

Reindeer Run

Host 6’ over to The Strong for this 5k fundraiser. Register at yellowjacketracing.com/reindeer-run-5k.

Saturday, December 20– Sunday, January 4

LEGO® Castle Adventure School-Break Week

Explore the LEGO® Castle Adventure exhibit and try your hand at games such as Red Dragon, chess, and Nine Men’s Morris.

Monday, December 26

Tuesday, November 11

Get Ready for The Nutcracker and A Christmas Carol

Enjoy dances, storytelling, and theater. 11 a.m.–2 p.m.

Wednesday, November 26

After-Hours Shopping Event

Enjoy an adults-only shopping experience. 5-8 p.m.

Thursday, November 27

Museum Closed for Thanksgiving

**NOVEMBER**

Saturday, November 1

Hershey Trucks 50th Anniversary Tour Launch

Explore the mobile museum, enjoy outdoor activities, and more.

Monday, November 3

Monday Kicks for Ages 2 to 6

Build it: enjoy construction-themed activities and crafts. 10 a.m. – 2 p.m.

Thursday, November 6

National Toy Hall of Fame Ceremony

Meet the newest toy inductions. 10:30 a.m.

Saturday, November 8

Saturday, November 30

The Heart Gallery

View a display of photographs of children in need of adoptive families.

Saturday & Sunday, November 8 & 9

National Toy Hall of Fame Celebration Weekend

Celebrate the cardboard box with Bavmills movie-themed activities, help put together the world’s largest puzzle, and more.

Monday, November 10, 17 & 24

Storytime Club

Be Thankful: gather around for stories and have your Storytime Club passport punched. 10:30 & 11:30 a.m.

Saturday, November 15 & 16

In Another Galaxy Weekend

Come dressed as your favorite sci-fi character, meet actors from the Star Wars Legion and Rebel Legion, and more.

Monday, November 30

Tuesday, December 24

Museum Closed at 4 p.m.

Wednesday, December 25

Museum Closed for Christmas

Wednesday, December 31

Museum Closed at 4 p.m.

**OCTOBER**

Wednesday, October 1

Balloons Around the World

Be amazed as local artists create a giant balloon sculpture to celebrate the 15th annual Balloons Around the World event.

Saturday & Sunday, October 4 & 5

LEGO® Castle Adventure

Exhibit Opening

Explore the new exhibit, marvel at massive LEGO® brick displays, enjoy theater performances, and more.

Monday, October 6, 20 & 27

Storytime Club

Autumn Adventures: delight in colorful stories about autumn and Halloween, and have your Storytime Club passport punched. 10:30 & 11:30 a.m.

Friday, October 10–Monday, October 13

Columbus Day Castle Play

Construct a kingdom using gigantic castle blocks, dress up as royalty, groom a regal steed, and more. Castle-themed materials generously provided by Heartsgong.

Saturday & Sunday, October 25 & 26

Halloween Spooktacular

Come in costume and see performances by Hibby, the Skinny German Juggle Boy, join a dance party, create a spooky craft, meet Yum and Yuck book series author Nurrielle Nixson, and more.

Friday, October 31

Toddler Trick-or-Treat

Come in costume and trick-or-treat for prizes with favorite storybook characters. 10 a.m.–2 p.m.

Saturday, October 4

Columbus Day Castle Play

 Construct a kingdom using gigantic castle blocks, dress up as royalty, groom a regal steed, and more. Castle-themed materials generously provided by Heartsgong.

Wednesday, October 8

Boxtrolls Celebration Weekend

Celebrate the cardboard box with Bavmills movie-themed activities, help put together the world’s largest puzzle, and more.

Saturday, November 1

National Toy Hall of Fame Ceremony

Open exhibit of photographs of children in need of adoptive families.

Saturday, November 8–16

Balloons Around the World

Be amazed as local artists create a giant balloon sculpture to celebrate the 15th annual Balloons Around the World event.

Saturday, November 15 & 16

In Another Galaxy Weekend

Come dressed as your favorite sci-fi character, meet actors from the Star Wars Legion and Rebel Legion, and more.

Monday, November 23

Reindeer Run

Host 6’ over to The Strong for this 5k fundraiser. Register at yellowjacketracing.com/reindeer-run-5k.

Saturday, November 29

Museum Closed for Thanksgiving

Wednesday, November 26

After-Hours Shopping Event

Enjoy an adults-only shopping experience. 5-8 p.m.

Thursday, November 27

Museum Closed for Thanksgiving

**KIDS PAGE**

Mr. King’s Castle

by Genevieve Cote

(for younger readers)

Mr. King discovers he has made a big mistake when he tries to make a castle with blocks of earth. Luckily, with the help of his animal friends, he’s able to put the earth back together. Charming illustrations accompany this small story with a big message. (This book is shelved in the LEGO® Castle Adventure exhibit.)

**Book Nook**

Librarians’ picks from the Grades Heperman Geiser Library

**Reading Adventureland**

in the Adventure Island section of Newbery Award winner is shelved in the community. (This science-fiction and eventually the truth about his memories, overwhelming knowledge, and stark reality of the community. (This science-fiction Newbery Award winner is shelved in the Adventure Island section of Reading Adventureland.)

**Fall 2014**

Unless otherwise noted, events and character appearances typically end by 4 p.m. and are free to members.
Woodbury School
Accepting Applications for 2015–2016

At Woodbury School children learn and develop through playful activities set among engaging, hands-on museum exhibits. Activities involve art, music, cooperative games, math, pre-reading, and more using the Reggio Emilia philosophy, an approach to education that encourages students and teachers to work together to plan the curriculum and create projects.

Woodbury School offers a preschool program for three- and four-year-old children and an early kindergarten program for four- and five-year-old children. Applications for 2015–2016 enrollment will be available beginning December 1, 2014. Visit museumofplay.org or call 585-263-2700 for more information.