America at Play

Opening

Columbus Day: Explorers of the Night

M is for Monster

Toy Hall of Fame Weekend

Dino Days School Break

DINOSAURS
Land of Fire and Ice

Exhibit Opens September 24!
Page 2
Dinosaurs: Land of Fire and Ice

Opens September 24 & 25

Dinosaurs roamed the land, sea, and air millions of years ago—and then they disappeared. What happened to these ancient reptiles? Journey back to the tumultuous late Cretaceous period in the Dinosaurs: Land of Fire and Ice exhibit and investigate the clues that these mysterious creatures left behind.

The Land of Fire
Visit the Montana of 70-million years ago and inspect realistic sculptures of the mighty Tyrannosaurus-rex and the horned Triceratops. Discover the latest scientific thinking about the colors, textures, and look of these fearsome creatures. Crawl through a smoldering volcano that oozes lava on one side and is flanked by an icy river on the other. Use good balance and coordination to climb up and down a squishy bog where the spongy surface replicates a forest floor. Become part of the dinosaur ecosystem by putting on a dragonfly, bee, or baby Troodon (small, two-legged dinosaur) costume and then fly, flutter, or crawl through the exhibit.

The Land of Ice
Trek north to what is present-day Alaska to learn about cold-weather dinosaurs. Take a picture with an Edmontosaurus (a four-legged herbivore) and inspect the nest of the Troodon. Learn about the dinosaur food chain and enjoy an “eye spy” game featuring some of the animals and plants of the period, such as the conifer tree and magnolia flower. An ice cave beckons guests to climb, crawl, and slide through a frozen dinosaur habitat.

Field Research Station
In the Big Dig, put on goggles, grab some tools, and see if you can find the remains of ancient dinosaurs, including the Tyrannosaurus-rex and ferocious Velociraptor. Play a matching game at the fossil identification table and try to figure out which fossils came from each dinosaur. Create stories about dinosaurs at a series of play tables featuring three-dimensional landscapes from the Cretaceous period and then view maps of North America to see how these have changed over 30 million years. Work together with friends and family to complete an oversize dinosaur puzzle and then craft your own dinosaur ecosystem using a variety of techniques, including fossil rubbings, partial tracings, and free-hand drawing.

Meet the Dinosaurs

Tyrannosaurus-rex: This fearsome dino’s name means “tyrant lizard.” The T-rex could have weighed as much as four midsize cars and grew as long as 39 feet. It ate other animals—particularly other dinosaurs—and had 50 to 60 bone-crunching teeth!

Triceratops: Its name means “three-horned face.” The Triceratops weighed as much as two large trucks and grew up to 29 feet in length. It munches on twigs and leaves. The bones around its neck could be more than just armor—they could also help attract a mate!

Troodon: Troodon’s name means “wounding tooth.” And the dinosaur often grew to the size of a human—about six feet tall and up to 150 pounds. It enjoyed eating birds, lizards, snakes, and small mammals. Many paleontologists believe that it tended a nest much like birds do today.

Edmontosaurus: This four-legged dinosaur’s name means “Edmonton lizard.” It weighed four to five tons and grew to 42 feet in length. It snacked on twigs and leaves. In 2004, paleontologists found a well-preserved Edmontosaurus in North Dakota.

Ever wondered what a Triceratops ate or how big a Tyrannosaurus-rex could grow? Find out about some of your favorite dinosaurs before exploring the Dinosaurs: Land of Fire and Ice exhibit.

Dinosaurs: Land of Fire and Ice™ remains on view through January 8, 2017. The exhibit was created by Minnesota Children’s Museum.
Open into the past and explore more than 300 years of play and pastimes at America at Play. Guests will see how play in America has changed and has stayed the same. Compare a toy soldier from the 1800s, a G.I. Joe from the 1960s, and a Master Chief action figure (of the Halo video game series) from the 2000s to understand how technology has affected the way we play. Guests will also see how emerging technologies have changed play. And encounter early toy airplanes, a 1920s Charlie Chaplin doll, and the rise in popularity of sports such as boxing, basketball, and baseball. Guests can also step into the early 1900s to learn how key events such as the First World War and the metal shortage of the 1930s transformed playthings, including how the simple Victorian stereoscope morphed into the high-tech virtual reality devices of today.

Guests will marvel at cases of timeless toys from simple bubbles and spinning tops, to the more active jump ropes and kickers. And we explore into the 1900s to see some of the most important playthings from that century, including the Game of the American Revolution, rough riders, and Bicycle Race board games. Guests can also step into the early 1900s to learn how key events such as the First World War and the metal shortage of the 1930s transformed playthings, including how the simple Victorian stereoscope morphed into the high-tech virtual reality devices of today.

Guests will see the impact that World War II had on play things. That led to the development of extensive lists of artifacts that we wanted to emphasize, such as important changes in play itself or in the manufacture and marketing of toys and other playthings. Each era offered opportunities to feature landmark artifacts from the museum’s collection—ones that changed the shape of play. For example, the 1930-1945 case needed to include Monopoly as an icon of American games, and we also needed to show the impact that World War II had on playthings. That led to the development of extensive lists of potential candidates for inclusion, which we sorted by date period.

Finally, guests can put their newfound knowledge to the test and challenge family members and friends to a three-player toy trivia game. This project is made possible by a grant from the U.S. Institute of Museum and Library Services.

Behind-the-Scenes: Selecting the Artifacts for America at Play

Christopher Bersch, The Strong’s vice president for collections, served as primary curator on the America at Play project and was tasked to choose many of the artifacts for the exhibit. He explains this process:

With so many thousands of artifacts to choose from, how did you identify key ones for this exhibit?

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As always, it was a fun challenge to distill the concepts, add artifacts down to the ones that best fit conceptually and physically.

What’s the most unique artifact in this exhibit?

The museum acquired its first boat for this exhibit! It’s not the rarest or the oldest artifact, but it’s certainly unique. It’s a Car Top model made around 1955 by the Penn Yan Boat Co. in Penn Yan, New York. For its age, it’s a fantastic example of a fishing boat. It’s in nearly pristine condition and complete with its original oars. It gives us the opportunity to talk about fishing as a form of outdoor play through the years—something we haven’t had the chance to include or explore in previous exhibits.

What’s your favorite part of the exhibit?

We borrowed a red, white, and blue Harley-Davidson motorcycle as a way of reminding people that play isn’t limited to just kids and playthings aren’t restricted to things that can fit in a closet or toy box. Play happens in so many different ways and takes so many different forms. It’s wonderful to have the opportunity to bring those elements together in a cohesive way that I hope will both surprise and satisfy museum guests for years to come.

What do you think will surprise guests the most?

I expect that guests will be surprised by the breadth of play history and areas of play covered in the exhibit—from outdoor activities and sports, to board games and puzzles. Guests of all ages should be able to find something that they remember—whether it’s a historic pair of roller skates, a Charlie McCarthy ventriloquist dummy, Beatles toys from the 1960s, or something more modern.

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Halloween Fun

**M is for Monster**

**Saturday & Sunday**

**October 29 & 30**

Get ready for a ferociously fun time! Stop by Elmo's World to meet the furry red monster. Take pictures and speak with fantastical puppet characters. Delight in storybook tales about friendly beasts. Design your own monster using a dice game. Craft a creature on a coffee filter and learn how to make it vanish.

**Toddler Trick-or-Treat**

**Monday, October 31, 10 a.m.–2 p.m.**

Bring the littlest trick-or-treaters to enjoy Halloween activities and prizes! Come in costume and collect prizes from favorite storybook characters, including Little Bo Peep, Red Riding Hood, and others. Dance to Halloween music, play party games, check out books in the Spooky Story Station, and make a creepy craft.

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 17 & 24**

**Autumn Adventures**

Delight in stories about outdoor play and the changing seasons.

**Mondays, November 7, 14 & 21**

**Fun with Food**

Gather around for stories about healthy eating and family cooking.

**Mondays, December 5 & 12**

**Holiday Joy**

Celebrate the season with tales about traditions and treats.

Sponsored by **Parent**

The Heart Gallery Display

**Friday, November 4–Wednesday, November 30**

Open your heart. Open your home. That’s the message Children Awaiting Parents (CAP) seeks to impart at The Judge Wagner 2016 Heart Gallery—an exhibit of photographs of children in need of adoptive families, on view during National Adoption Month in November. Portraits taken by volunteer photographers capture each child’s unique personality. Children Awaiting Parents is a national, non-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 more than 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**

**Friday, November 11, 11 a.m.–2:30 p.m.**

Delight in storytelling, dance, and theater from family holiday favorites The Nutcracker and A Christmas Carol. Enjoy an excerpt from The Nutcracker performed by costumed dancers from Rochester City Ballet at 11 a.m. and 1 p.m. Listen as a costumed cast member from Geva Theatre Center’s production of A Christmas Carol reads selections from the Charles Dickens classic about a man rediscovering the true spirit of the holiday season at noon and 2 p.m.

National Toy Hall of Fame Celebration Weekend

**Saturday & Sunday**

**November 12 & 13**

Honor the newly inducted toys and revel in a weekend of activities featuring puppets (2005 inductee) and the cardboard box (2005 inductee). Create your own princess or puppy marionette to take home. Play with a variety of puppet toys donated by Folkmanis. Visit with a museum curator to learn about the history of puppets at 2 p.m. each day. Enjoy a musical performance of Toy Suite by Eastman School of Music students and professors, featuring original compositions inspired by toys inducted to the National Toy Hall of Fame. Saturday only, see incredible feats of skill performed by puppets in Circus on a String by Robert Rogers Puppet Company. Sunday only, delight in an original theater presentation of ‘Cardboard Explosion!’ led by puppeteer Brad Shur. The interactive show allows guests to bring cardboard figures to life through stories featuring dragons, superpowers, and more.

Explorers of the Night

**Monday, October 10**

This Columbus Day, learn about the creatures who roam the night. Meet nocturnal animals such as a barred owl from the Wegmans ZooMobile. Take pictures with storybook characters that love nighttime, including Janell Cannon’s bat Stellauna and Jan Brett’s hedgehog Hedgie. Visit the echolocation station to find out how bats use sound waves to find their way in the dark. Create a bat hat or paper plate hedgehog to take home. Be delighted by a previous performance of Winnie the Pooh: The Musical presented at 2 p.m. by the Rochester Association of Performing Arts.

Dino-MIGHT Weekend

**Saturday & Sunday**

**November 5 & 6**

Unleash the power of dinosaurs! Meet and take pictures with Buddy, the Curious and charismatic Tyrannosaurus-rex of the popular PBS Kids series, Jim Henson’s Dinosaur Train, seen on WXXI-TV. View artifacts that explore why powerful dinosaurs fascinate children and inspire their play in the new Big, Scary, and Extinct display. Work with paleontologists from the renowned Fenimore Dixie site in Bladestad, New York, and learn about the ancient history of the area through their work uncovering fossils. Watch dinosaurs battle for survival at the volcano eruption exhibit. Land your way in creating a giant dinosaur diorama. Color and cut out a variety of dinosaurs and help build a home for them by crafting trees, rocks, volcanoes, and more. And explore the new Dinosaurs: Land of Fire and Ice exhibit.

Alice in Wonderland

**Saturday, October 1**

**11 a.m. & 1 p.m.**

Journey down the rabbit hole into the world of Alice in Wonderland during preview performances by the New York State Ballet. See familiar characters such as Alice, the White Rabbit, the Queen of Hearts, and more. Full performances will be hosted at Allendale Columbia School in October.

Holiday JOY

Delight in storytelling, dance, and theater from family holiday favorites The Nutcracker and A Christmas Carol. Enjoy an excerpt from The Nutcracker performed by costumed dancers from Rochester City Ballet at 11 a.m. and 1 p.m. Listen as a costumed cast member from Geva Theatre Center’s production of A Christmas Carol reads selections from the Charles Dickens classic about a man rediscovering the true spirit of the holiday season at noon and 2 p.m.
Scout Programs Available for 2016-2017

The Strong offers backpack programs for Cub Scout packs and Boy Scout and Girl Scout troops. Backpacks help scouts earn specific badges through a variety of playful activities that can be completed in the museum’s dynamic exhibits. Backpack programs are aligned with scout handbooks and include full-day general museum admission. For more information, visit the Scouts page on museumofplay.org or call 585-263-2700.

Dino Days School-Break Week

Monday, December 26, 2016–Monday, January 2, 2017

Meet and pose for pictures with Fidelisaurus, the mascot of Fidelis Care. Design and build your own Dino Days School-Break Week

Fit Kids Day

Saturday, December 3

Jump, run, or slide into the museum for fitness fun! Try to snowboard with staff from Bristol Mountain. Say hello to healthcare robot Baymax. Share your 5-2-1-0 knowledge and gain smart tips from the Life is Healthy Hero team. Learn how to keep your body in top form with members of the Rochester Knighthawks indoor lacrosse team. Hear about fun winter programs and activities from the City of Rochester’s Department of Recreation and Youth Services, discover healthy foods that the Rochester Public Market has available this season, and more.

Fit Kids Day is presented in cooperation with the Lats Hoskol Museum and Gardens initiative. Sponsored by MVH Health Care.

America at Play

Opening Celebration

Saturday, December 10

Celebrate the opening of the The Strong’s newest permanent exhibit, America at Play, and explore more than 300 years of play and pastimes. Then take a trip back in time and see what play was like in 19th-century America with staff from the Gemeen Country Village and Museum. Try your hand at toys of the past, including jackstraws, cup-and-ball, the whiny-diddle, and more.

Media support from WXXI

Exhibit sponsored by Fidelis Care

Europeans, Africans, and Asians through processions of colorfully garbed Indian battalions complete with elephants. From Africa, French troops under Napoleon, a samurai army from Japan, and processions of colorfully garbed Indian battalions complete with elephants.

After Three Decades of Leadership, G. Rollie Adams to Retire at the End of 2016

After nearly three decades as president and CEO of The Strong, G. Rollie Adams is retiring at the end of 2016. Under Adams’s direction, The Strong has evolved into a world-renowned cultural institution and the first collections-based museum anywhere devoted solely to the critical role of play in learning and human development and the ways in which play illuminates cultural history.

I cannot imagine how any museum position anywhere could have been more fun and rewarding than the one I have been fortunate to experience at The Strong for the last 30 years,” says Adams. “I am enormously grateful to my colleagues on the board and the staff and in this community and elsewhere for their recognition of the value of our educational mission and for their encouragement and support on the strategic journey we have been undertaking together. There is significant additional need and opportunity for the museum to extend its mission in the future, and I am excited that I will be able to contribute toward that in a new capacity while having more time for family and pursuing other interests to which I have been looking forward for quite a while.”

Adams is long regarded as a visionary by his strong colleagues and by museum professionals across the nation. His tenure at The Strong is synonymous with extraordinary and sustained growth. Adams oversaw two major building expansions in 1997 and 2004, ultimately nearly doubling the museum’s footprint to 285,000 square feet and making it one of the country’s largest history museums. He also led innovative growth of museum exhibits and educational programs that led to the museum receiving accolades such as “the number one family travel destination in the nation.” And he introduced several nationally and internationally significant initiatives that further positioned the institution as a leader in the field of play. The most notable among these are acquiring the National Toy Hall of Fame and launching the International Center for the History of Electronic Games, 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.

Much of The Strong’s growth has been documented in whole or in part in multiple pieces of professional literature, including masters’ theses, at least one doctoral dissertation, and two college and university textbooks—Museum Marketing & Strategy; Designing Missions, Building Audiences, Generating Revenue & Resources (2006) and Case Studies in Cultural Entrepreneurship: How to Create Relevant and Sustainable Institutions (2015).

Under Adams’s leadership, The Strong has also become a major economic driver for the Rochester region, annually attracting more than 500,000 guests from across the United States and from dozens of foreign countries, and employing more than 250. In addition, Adams has helped establish a variety of community access programs and other community collaborations that make The Strong broadly accessible to thousands of Rochester-area children and families who might otherwise not have an opportunity to experience the museum.

Effective January 1, 2017, Adams will become president and CEO emeritus at The Strong and also assume a consulting role in which capacity he will assist with fundraising and advice on strategic museum development. Steve M. Dubnik will succeed Adams as president and CEO. Dubnik, who is CEO of Lexifone Communications Systems, has been a member of The Strong’s board of trustees since 2000 and has served as chairperson from 2004 through July 2016.

Clockwise from left: G. Rollie Adams (right) with Angelo Cirella, former museum trustee (1988); Adams with Rochester Mayor Lovely Warren, Lieutenant Governor Kathy Hochul, Monroe County Executive Maggie Brooks, and Toy Industry Association President Pat Crolla during the opening of The Strong’s Toy Halls of Fame (2015).
The Strong Launches Programs to Support Tourism

This summer, the museum launched The Strong Museum Guide, a mobile app available at the Apple Store and Google Play. The app features an events guide; an easy-to-follow floor plan that reveals guests journey through the museum's dynamic, hands-on exhibits and interpretive displays of artifacts; and a self-guided tour—“12 Must-See Artifacts”—available in English, French, German, Mandarin, and Spanish.

In conjunction with its new app, The Strong launched a series of translated web pages for guests traveling to the museum from across the globe. Visitor information is available in German, French, Japanese, Mandarin, Portuguese, Spanish, and Ukrainian.

The museum intends to develop additional mobile tours and related content, as well as add translated web pages, to serve diverse and global audiences.

All of these endeavors support The Strong’s goal to grow tourism for the museum and the Finger Lakes region from key North American and overseas markets. The initiative is supported by a grant awarded to The Strong by New York State’s Empire State Development and the NY Developmental Council to advance Rochester as a leader in the preservation of video games and culture. Says Jon-Paul Dyson, director of The Strong’s International Center for the History of Electronic Games (ICHEG). Each year, four RIT students will work alongside The Strong’s ICHEG team and receive first-hand experience in video game capture, digitization, data migration, and other technical issues related to the long-term care and maintenance of video game data. Qualified students with a background in digital preservation are encouraged to apply.

New Donation Advances Women in Toys Collection

Iconic toy designer Claire Marschak recently donated an assemblage of materials that document her more than two-decade career as an inventor in the toy industry. Among other items, the collection contains concept sketches, development drawings, and presentation drawings for such toy inventions as Fisher-Price Cozy Cottage, Today’s Kids Gymfinity, and Fisher-Price Play Quilt. Also included are design patents for each toy product, as well as publicity photographs and toy catalogs.

As part of The Strong’s partnership with Women in Toys, Licensing & Entertainment—a worldwide organization dedicated to providing networking solutions and financial support to women in the toy, licensing, and entertainment industries—the materials represent the first donation of historical records to The Strong’s newly formed Women in Toys (WIT) Collection. Accessible to scholars, graduate students, and other researchers, these important artifacts of archival materials related to women and their professional contributions to the world of play and playthings is integral to an ongoing museum effort to preserve the history of women inventors, designers, and manufacturers in the toy industry. “Claire’s contributions to infant and toddler playthings are memorable and long-lasting,” says Julia Novakovic, archivist at The Strong. “Her papers and prototypes are the first of many that will be made available to researchers under the umbrella of the WIT collection.”

RIT Co-op Program Enhances The Strong’s Video Game Preservation Efforts

In June, The Strong announced a formal partnership with Rochester Institute of Technology (RIT)—a collaborative effort to preserve video game history and enhance cultural knowledge about video games and the ways in which they change how people play, learn, and connect with each other, including across boundaries, culture, and geography.

As part of the agreement, the museum will welcome new co-op students this fall.

The Strong has had co-op students assist with preservation efforts in the past, but this agreement formalizes a long-standing relationship between The Strong and RIT. “We’re pleased to build on past collaborations with RIT on game preservation. This unique co-op program will advance Rochester as a leader in the preservation of video games at a time when these games are transforming our society and culture,” says Jon-Paul Dyson, director of The Strong’s International Center for the History of Electronic Games (ICHEG). Each year, four RIT students will work alongside The Strong’s ICHEG team and receive first-hand experience in video game capture, digitization, data migration, and other technical issues related to the long-term care and maintenance of video game data. Qualified students with a background in the design field will also have the rare opportunity to create concept layouts for the development of future interactive exhibits at the museum.

The Strong Acquires Video Game Legend’s Work Station

The Strong recently acquired the desk of inventor, Ralph H. Baer. Recognized as the father of video games, Baer worked at this desk in the workshop of his Florida home where he imagined, designed, and created many of his iconic toys and games. Baer is admired for being the first man to patent the idea of playing a game on a television set and for being the creator of such best-selling electronic games as Texas Instruments’ Simon, Computer Perfection, and Maniac.

Baer’s affiliation with The Strong started back in 2011, when he donated an extensive collection of personal and business papers that chronicles more than four decades of his career in electronic games and toy design. The staff of The Strong’s International Center for the History of Electronic Games (ICHEG) remembers Baer for his practical nature and inherent playfulness, which no doubt inspired his creativity for toy design. “Ralph’s mind never stopped working,” says Jon-Paul Dyson, director of ICHEG. “He continually churned out ideas. Some were transformative, like home video games. Others were inspired, like his early work on taking greeting cards or his pioneering use of digitized faces in the arcade game Journey.”

The donation includes tools Baer used for creating toys, including an oscilloscope, soldering iron, and other test equipment, all of which are on display at The Strong’s edamamerevolution exhibit.

World Video Game Hall of Fame Coverage Reaches Worldwide Audience

When the World Video Game Hall of Fame welcomed its second class of inductees in May—Grand Theft Auto II; Sonic the Hedgehog, Space Invaders, The Legend of Zelda; the Oregon Trail and The Sims—the news made national and international headlines, generating more than one billion media impressions.

Nearly 5,000 online and print articles appeared in major market newspapers such as the Boston Globe, New York Times, USA Today, Wall Street Journal, and Washington Post. The news also appeared on the websites of prominent news organizations such as ABC News, CBS News, Forbes magazine, TIME magazine, and Yahoo, along with well-known video game press including Engadget, Game Informer, and GameSpot.

The induction generated nearly 600 local television and radio newscasts around the United States, as well as appearing in a broad range of media, such as Boston, New York, and Washington, DC. International coverage of the induction included the BBC, CBC, Daily Mail, The Guardian, Yahoo Canada, Yahoo Japan, and Yahoo United Kingdom.

Guests Travel from Around the World to Visit The Strong

Each year, The Strong welcomes more than 500,000 guests, including visitors from all 50 United States and nearly every continent. For the third year in a row, the museum has asked guests “Where are you visiting from?” in its “Summer at The Strong” social media program. From down the street to around the globe, guests to The Strong were proud to share pictures of hometown names, and friendly smiles. Guests from nearly two dozen countries, including Italy, Belgium, Japan, Ireland, and China, visited the museum this past summer.

The Strong Featured on Travel Channel’s Mysteries at the Museum

The season premiere episode of the Travel Channel’s Mysteries at the Museum series featured a segment about the iconic arcade game Pac-Man, which was inducted into The Strong’s World Video Game Hall of Fame last year. A camera crew spent a day filming the artifact and conducting an extensive interview with Jon-Paul Dyson, director of The Strong’s International Center for the History of Electronic Games. The segment marked the sixth aired episode of Mysteries at the Museum to feature The Strong’s collections. Past episodes can be found at travelchannel.com.
Researchers Investigate the Cultural History of Playthings

Each year, The Strong awards numerous fellowships to scholars, graduate students, and academic professionals from around the globe who conduct research amid the museum’s comprehensive collections of toys, dolls, board games, video games, and other artifacts of play, as well as materials housed in The Strong’s 187,000-volume Brian Sutton-Smith Library and Archives of Play. Recent research awards went to scholars from colleges all over the continent, including Syracuse University; Northwestern University; University of California, Los Angeles; University of Delaware; University of Minnesota; and three Canadian universities. The fellows’ investigated a broad spectrum of play artifacts and documents to inform their research on such topics as race, literature, and gender:

- How representations of Native Americans in board games have changed over time
- How 19th-century artifacts of play helped shape Victorian novels
- The relationship of a popular 19th-century black slave mechanical Christmas toy to contemporary views on race
- The influence of pioneering female designer Roberta Williams on video games
- The impact of Hollywood studio licensing and in-house development practices on video game creators and the games they produced
- The relationship between cultures of leisure and gender inequality in the computer science profession
- The relationship between the use of plastic in the manufacture of toys and its increased use in other products
- Ways in which ideas about gender have been communicated through children’s toys over several decades and how public discourse about gender and toys affect their use and impact on girls today

Learn more about The Strong’s research fellowships by visiting museumofplay.org.

The Strong Welcomes Distinguished Guests

Mark Baer (right), son of video game pioneer Ralph Baer visits The Strong for the unveiling of a display in honor of this father. Pictured here with Ralph Baer’s co-inventor, Berl Noyes (center) and the museum’s Jon-Paul Dyson (left).

Lizzy Martin (right), director of exhibit development and museum planning, and Leslie Buchara (second from left), deputy director of education and guest services, from the Children’s Museum of Manhattan tour The Strong to benchmark its exhibits, public programs, and education programs.

The Strong Welcomes Summer Interns

The Strong welcomed three interns from area colleges this summer—Maria-Lian Glander from Skidmore College, Alison Zawacki from Buffalo State College, and Arsiy Zukanian from University of Rochester. Interns worked alongside staff in Collections, Marketing, Public Programs, and other museum teams.

Out and About

In June Suzanne Seldes, executive vice president and chief marketing officer, attended IFW, the travel industry’s premier international marketplace and the largest generator of tourists to the U.S. Also in June, Vice President for Institutional Advancement, Lisa Feinstein, led a discussion titled “Keeping the Fun in Fundraising Optimism and Outcomes” at the Association of Fundraising Professionals (AFP) Western New York Annual Symposium.

Jeremy Saucier, assistant director of the International Center for the History of Electronic Games, presented on arcade video game and pinball preservation at the Pintastic Pinball & Game Room Expo in July. In August, Tourism Sales Associate, Karen Dodson, represented The Strong at the Student and Youth Travel Association annual conference.

New Supervisor of Live Collections Named

The Strong welcomed Anna Simpson in August as supervisor of collections. Simpson oversees the museum’s Dancing Wings Space of the Violin and three aquariums, including the 1,700 gallon Rainbow Reef.

Prior to joining The Strong, Simpson worked at Beyond the Reef, York County SPCC, and Clyde Peeling’s Ripley’s Believe It or Not in Pennsylvania. She has also maintained traveling exhibits at museums across the nation and in Canada, including the Canadian Museum of Nature in Ottawa, Children’s Museum of Indianapolis, Museum of Science in Boston, and Rochester Museum and Science Center.

Woodbury School Staff Prepare for Year

Information Night Slated for November 15, 2016

At The Strong’s Woodbury School, children ages three to five learn and develop through playful activities set among the museum’s colorful and imaginative exhibits. But before the school year begins, Woodbury teachers engage in their own variation of playful activities, as they develop and plan the coming year’s classroom curriculum.

During the summer months, Woodbury teachers schedule “home visits” to introduce themselves to new students. Following these visits, teachers meet as a team to review, discuss, and develop new intentions—annual goals centered around literacy, math, and other academic subjects—for the upcoming school year. These intentions are based on parent evaluations, classroom documentation, and staff reflections.

As part of the Woodbury School’s Reggio-inspired curriculum, staff also participates in a summer book study where they each read a team-selected book on the Reggio Emilia approach. The staff then meets to discuss its content in order to form a deeper understanding of Reggio Emilia and find new ways to incorporate playful inquiry into the classroom.

Also in the summer, Woodbury teachers collect sticks, stones, and other natural materials that their students will use for exploratory play, and to enhance their storytelling skills. During the school year, students use these materials to create imaginary characters and play out reggio stories. Parents and guardians interested in learning more about Woodbury School are invited to a parent information night at 6 p.m. on November 15, 2016, to tour the Woodbury classrooms, meet school staff, and learn more about the Reggio Emilia teaching approach.
Don’t Miss Play Ball 2016!

On Friday, October 21, The Strong will hold the sixth annual Play Ball. The museum will transform into a glittery wonderland of shimmering surprises and playful sophistication—all to support the unique educational mission of The Strong. Guests enjoy delectable food, creative cocktails, hours of play in interactive exhibits, and larger-than-life entertainment by internationally renowned singer Puddles Pity Party. The evening also features irresistible silent and live auctions.

Tickets are $175 each. To purchase tickets, learn about sponsorship opportunities, or make a gift in support of Play Ball, please contact Kylee Fassler, advancement services and special events manager, at 585-410-6346 or kfassler@museumofplay.org.

“We are grateful to Fidelis Care for their generous support and partnership,” says Michele Parnett-Dwyer, The Strong’s director of foundation and corporate relations. “The partnership helps The Strong provide exhibits experiences like Dinosaurs: Land of Fire and Ice that allow guests to experience the role of play in human physical, social, and intellectual development.”

The Happiest Hour Returns in December

The Strong will host its next Happiest Hour on Wednesday, December 7, from 5:30 to 9:30 p.m. The Happiest Hour is a ticketed, after-hours fundraiser for “big kids,” age 21 and older. Proceeds from The Happiest Hour help to support The Strong’s overall educational mission and community outreach programs. Visit museumofplay.org/happiesthour to purchase tickets.

Thank You Corporate Partners

Businesses that make a financial contribution to The Strong as corporate partners and sponsors provide meaningful support for the museum while receiving valuable benefits for their employees. To learn how your company can participate contact Michelle Parnett-Dwyer at 585-410-6353 or mdwyer@museumofplay.org.

Thank you to these new corporate partners and supporters:

- Conifer Realty, LLC
- Cooper Cheese
- Fidelis Care
- R.L. Kistar Inc.

Thank you to these corporate partners and supporters for renewing their commitment:

- Dalzell’s Hearing Centers
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Reindeer Run

The Reindeer Run 5K, a family-friendly foot race at The Strong, is scheduled for Saturday, December 17. Reindeer antlers are available to the first 300 kid, run and 1,200 5K registrants. Register at yellowjacketracing.com before November 30 for a discounted rate. Race proceeds benefit The Strong.

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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.

**BOARD OF TRUSTEES**

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*The Strong is a United Way donor designation agency (ID#2556).*

2016 Toy Hall of Fame Finalists Announced

Will Nerf sail its way into the National Toy Hall of Fame? Can pinball bounce across the finish line? Will Rock ’Em Sock ’Em Robots knock out the competition? The Strong recently announced the following 12 toys as finalists for induction into the National Toy Hall of Fame: bubble wrap, Care Bears, Clue, coloring books, Dungeons & Dragons, Fisher-Price Little People, Nerf, pinball, Rock ’Em Sock ’Em Robots, swing, Transformers, and Uno.

The class of 2016 will be revealed at a special ceremony on Thursday, November 10 at 10:30 a.m. followed by a special weekend celebration on Saturday, November 12 and Sunday, November 13. See page 7 for weekend activity details.