NEW EXHIBIT

Teenage Mutant Ninja Turtle Secrets of the Sewer

Opens September 16!

Turtle power! Leap to the rescue in the first-ever museum exhibit featuring the iconic, pizza-eating “heroes in a half shell” when Nickelodeon’s Teenage Mutant Ninja Turtle™ Secrets of the Sewer opens at The Strong on September 16.

Journey to the secret, underground hideout of the beloved crime-fighting turtles Leonardo, Donatello, Raphael, and Michelangelo, and discover the power of teamwork, collaboration, and problem solving as you work your way through puzzles, mazes, and obstacles:

**The Dojo**
Train alongside the Turtles with their mentor, Master Splinter. Fine tune your skills in the dojo (a martial arts training area) by slicing and dicing pizza with virtual weapons in a game modeled after the popular Fruit Ninja video game. View a display of weapons and learn about the history and fighting styles of real ninjas. Need encouragement? Ninjas-in-Training can answer the “Cheese Phone” questions in a personality quiz to see which Turtle you are most like. Use the Turtle's periscope to catch a glimpse of what's happening on the streets above the lair—and be on the lookout for bad guys!

**Donatello’s Workshop and Lab**
Enter Donatello’s lab to see his inventions and try your hand at creative problem solving. Complete two different circuit board puzzles by linking electrodes together to light up a sign and power on its fan. Work with friends to safely move hazardous ooze into Donnie's biohazard containers. Complete a sewer map maze and learn the secrets of what lies beneath the streets of New York City.

**New York City Streets**
Put your newfound skills and training to the test in the Big Apple. Team up with Turtle allies—including April O’Neil and Casey Jones—to battle villains and rescue the city from peril. Navigate a maze without triggering the alarms, shoot pizzas at the bad guys, and play a computer game that requires teamwork to ultimately save the day.

**Underground Lair**
Explore the rest of the Turtle’s lair to see how they live. Grab a seat by the television to test your knowledge about the Turtles’ history with an interactive trivia game. Find family dioramas hidden in the walls that show how the Turtles spend their down time when they’re not fighting crime. “Skateboard” with Michelangelo and improve your balance; test your reflexes with the Pizza Grabbing Game; and answer questions in a personality quiz to see which Turtle you are most like.

**Secrets of the Sewer**
Secrets of the Sewer remains on view through January 1, 2018.

Produced by Children’s Museum of Science and Industry
Media support from Spectrum

Meet Raphael and Michelangelo
Opening Weekend September 16 & 17

The idea for the Turtles was created in Laird’s living room when Eastman jokingly sketched four turtles, each holding a weapon and wearing a mask. Laird added the words “Teenage Mutant” to the “Ninja Turtles” title Eastman drew. This original drawing sold for $71,700 at auction in 2012.

The struggling artists were helped with naming the Turtles, so they utilized Laird’s copy of Janson’s History of Art to select their favorite Renaissance artist names. The frontrunners turned out to be the famous: Leonardo, Michelangelo, Donatello, and Raphael.

The first animated Teenage Mutant Ninja Turtles television show debuted in 1987 and introduced the Turtle’s new notorious blue, purple, red, and orange masks. A fourth animated series is set to air in 2018.

The Ninja Turtles perform the martial art of ninjutsu, created by Japanese ninjas. Warriors traditionally used swords, but the Turtles each have a weapon of choice and use nunchucks to fight crime as well.

The Turtles love pizza! Pizza companies have clashed over which pizza brand the Turtles franchise would endorse. Pizza Hut and Dominoes have both vied over the years to be the Turtles’ favorite pizza maker.

There are six feature-length Teenage Mutant Ninja Turtles movies. The first film was released in 1990 and the most recent one, Out of the Shadows, made its debut in 2016.

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UPCOMING PROGRAMS & EVENTS

Ninja Turtles Adventure Weekend
Saturday, October 7–Monday, October 9
(5) Please note: The Strong will be closed on Friday, October 6.
Venture to The Strong for three days filled with turtle power! Meet famous Teenage Mutant Ninja Turtles, Leonardo and Donatello. Pose for a photo with the crime-fighting heroes at a designated time by picking up a free ticket in the Adams Atrium the day of the event while supplies last.

All weekend long, train like the turtles and toss a sewer lid, stack pizza boxes, and more. Sniff out and try to identify different spices used in the Teenage Mutant Ninja Turtles’ favorite food—pizza!

Marvel at painted box turtles and learn about how they defend themselves from predators with staff from Helmer Nature Center. Meet local artist Sal Otero and discover his Teenage Mutant Ninja Turtle-inspired artwork.

Timed tickets for Teenage Mutant Ninja Turtles meet and greets must be picked up one hour before designated meeting time.

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 2, 16, 23 & 30
Magical Music: groove to the beat with stories filled with rhythms and rhymes.
Mondays, November 6, 13, 20 & 27
Giving Thanks: delight in heartwarming tales about being thankful and showing gratitude.
Mondays, December 4, 11 & 18
Friends and Family: celebrate the holiday season with stories about friendship and family. On December 18 only, enjoy a story reading with a Berenstain Bear!

Sponsored by

Abracadabra!
Saturday, September 30 & Sunday, October 1
Now you see it... now you don’t! Enjoy an enchanting weekend featuring Rochester magician Bill Girondol. Be amazed as he performs astounding illusions and sleight-of-hand feats on Saturday at 11:30 a.m. and 1:30 and 3:30 p.m. and Sunday at 1:30 and 3:30 p.m.
Transform into an apprentice magician at the dress-up play area. Try on a magic cape and pull a bunny out of a hat!

Halloween Fun
Monster Bash
Saturday & Sunday, October 28 & 29
Creep into the museum for fun with your favorite monsters! Team up with ghoulish creatures and try your hand at Halloween-themed games and activities. Create a splatter painting with Dracula. Dig through a kinetic sand graveyard with a skeleton. Use your senses to explore what lies in a mummy’s canopic jars, put together a one-of-a-kind beast with Frankenstein’s monster, join monsters in kick-off and end-of-day parades through the museum, and more!

Toddler Trick-or-Treat
Tuesday, October 31
10 a.m.–2 p.m.
The littlest ghosts and goblins will enjoy spirited Halloween activities and collect fun prizes during Toddler Trick-or-Treat. Come in costume and trick-or-treat for goodies—-including crayons, coloring books, and temporary tattoos—-with beloved storybook characters such as Little Bo Peep, Little Red Riding Hood, and more. Dance to Halloween music, play party games, decorate a treat bag, check out books at the Spooky Story Station, and make a festive craft.

Sponsored by

Ticket to Ride Display
Now Open
All aboard The Strong’s Ticket to Ride display near The Strong Express Train. Artifacts showcase American railroading in the 19th century and how popular toy manufacturers, such as Lehmann Big Railway, Lionel, and Marx, brought the excitement and novelty of train excursions to childhood play.

In addition to early models of toy trains carved from wood or made from tin, the display also features the electronic toy train set created by Lionel Corporation.

“Locomotives represented the possibilities of the latest industrial technology, propelled the economy, provided the convenience of speed, and offered greater freedom for Americans seeking to travel beyond their hometown,” says Chris Bensch, vice president for collections and chief curator. “Play with toy trains and railways continues to transcend generations.”

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UPCOMING PROGRAMS & EVENTS

National Toy Hall of Fame Celebration Weekend
Saturday & Sunday, November 11 & 12
Honour the newest inducted toys and revel in a weekend of activities featuring past inductees Radio Flyer wagon (1999), LEGO (1998), and Rubik’s Cube (2014). Celebrate the 100-year anniversary of Radio Flyer. Hop on a wagon and dream up a new way to play with the classic toy in the Radio Flyer Play Zone. Challenge friends to sink the most bean bags into the back of the red, iconic wagons. Enjoy a screening of Taking Flight, an Emmy-award-winning short film inspired by the life of Radio Flyer inventor Antonio Pasin. Join with friends, family, and others in the community to assemble a giant LEGO block display from 1 to 3 p.m. each day. Use the popular building blocks to create a Star Wars-themed display. (Stop back November 18 and 19 to see the final creation during In Another Galaxy Weekend. See page 21.)

Heart Gallery
November 1-30
Open your heart. Open your home. That’s the message Children Awaiting Parents (CAP) seeks to impart at the Judge Wagner 2017 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. CAP is a national, not-for-profit charitable organization that is dedicated to recruiting adoptive families for children in foster care. CAP has been serving the community for more than 45 years, bringing together more than 6,000 children and families. For more information about CAP, visit childrenawaitingparents.org.

Teenage Mutant Ninja Turtles™ School Break
Monday, January 1
Spend your school break training like a Teenage Mutant Ninja Turtle! Create a ninja turtle mask and use superior observation skills to interact with a 20-foot-tall kinetic toy sculpture made with past National Toy Hall of Fame Inductees; and more.

Eastman Evening Musical Performances
Fridays, October 30 & December 1
Clap your hands and tap your toes during Eastman Evenings. Students from Eastman School of Music will present a 20-minute performance each evening followed by a question and answer session where kids and adults can ask about instruments, scores, the school, and more.

Ninja Challenge Weekend
Saturday & Sunday, December 9 & 10
Put your ninja skills to the ultimate test! Hop onto an endurance course provided by Rochester’s Warrior Factory. Discover how to build strength through obstacle courses as you jump, spin, and hop through physical challenges. Use speed and precision to scale the popular “warped wall,” an eight-foot-tall curved barrier. All weekend long, meet and take pictures with costumers of the popular American Ninja Warriors television show.

In Another Galaxy Weekend!
Saturday & Sunday, November 18 & 19
Use the force and transport your family to In Another Galaxy Weekend! Come dressed as your favorite science-fiction character and journey to another universe. Meet actors from the 501st Legion (Vader’s Fist) and Rebel Legion and pose for pictures. Check out robots built by the R2-D2 Builder’s Club, mix and match sci-fi outfits in the Other Worlds Dress-Up area, and test your skills at sci-fi vintage arcade games. Create a foam lightsaber to take home. The littlest Jedi can transform Mr. Potato Head into Carry Taker or Artoo Potatoo and get a temporary tattoo at the Tatooine Tattoo Shop. In Another Galaxy Weekend is not sponsored or endorsed by Lucasfilm Ltd or Walt Disney Studios.

Get Ready for The Nutcracker and A Christmas Carol
Friday, November 10
11 a.m.–2:30 p.m.
Delight in storytelling, dance, and theater from family holiday favorites The Nutcracker and A Christmas Carol. Envy 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.

Put your ninja skills to the ultimate test! Hop onto an endurance course provided by Rochester’s Warrior Factory. Discover how to build strength through obstacle courses as you jump, spin, and hop through physical challenges. Use speed and precision to scale the popular “warped wall,” an eight-foot-tall curved barrier. All weekend long, meet and take pictures with costumers of the popular American Ninja Warriors television show.

The Warrior Factory obstacle course is free with paid museum admission. Activities are for guests age six and older. Closed toe shoes and signed liability release are required.

Ninja Challenge Weekend is not sponsored or endorsed by American Ninja Warriors.
The Strong Expands Women in Games Collection with Shaw Donation

Carol Shaw, the first widely recognized female video game designer and programmer, recently donated an extensive collection of materials to The Strong, including printed source code, console games, design documents, sketches, and reference materials representing the games that she created for Atari, Inc. and Activision in the 1970s and 1980s. The materials can now be included in future physical and online exhibits as part of the museum’s Women in Games initiative established earlier this year to tell the story of the vital role that women have played in the video game industry.

“Carol Shaw’s 1978 unreleased game Polo is perhaps the first documented game ever designed and programmed by a woman,” says Curator Shannon Symonds, who spearheads the Women in Games initiative. “She went on to have a highly successful career in the industry and her 1982 game River Raid sold more than one million copies. In many ways, Shaw helped pave the way for the female game designers that came after her, and we’re proud to preserve this collection of materials that document her pathbreaking work.”

The collection includes five published versions of River Raid for various home consoles, the EPROM (erasable programmable read-only memory) containing the Polo game, and product packages for 3-D Tic-Tac-Toe (1979) and Video Checkers (1980) for the Atari 2600. Promotional materials, including a German River Raid flyer, a t-shirt and two U-Matic tapes with game commercials, are a few marketing items for Shaw’s games. Other archival materials include printed source code for 11 games and applications, such as Video Checkers, Super Breakout (1981), River Raid and Polo. The collection also includes design documents, notes, sketches, and printouts of reference materials for an Atari calculator program (1979), Polo, Checkers, and 3-D Tic-Tac-Toe (referred to here as Qubic).

“This wealth of materials provides great insight into the trailblazing work of one of the first women to design and program video games,” says Symonds. “They’re a valuable resource to scholars, historians, game enthusiasts, and anyone wanting to examine the early video game industry.”

To learn more about the Shaw Collection and the Women in Games initiative, visit museumofplay.org/about/cheg/women-games-initiative.

World Video Game Hall of Fame Reaches Global Audience

When The Strong’s World Video Game Hall of Fame inducted its third class in May—Donkey Kong, Halo: Combat Evolved, Pokémon Red and Green, and Street Fighter IV—the news generated nearly one billion media impressions across the nation and the globe. Nearly 2,000 online and print articles appeared in well-known newspapers such as The Boston Globe, New York Times, Newsday, USA Today, and Washington Post. Major news organizations including CBS News, CNBC, Washington Post, and The Boston Globe, New York Times, Newsday, USA Today, as well as two foreign countries—the United Kingdom and Japan—visited The Strong to examine artifacts and archival materials related to the study of play in the museum’s Brian Sutton-Smith Library and Archives of Play.

Topics of research included how eSports games have impacted the digital world of competitive play, how early board games and game advertisements encouraged new family cultures and rituals, how STEM-related toys from the early 2000s impacted females who played with them, how early electronic games such as the Speak & Spell may have influenced Smartphone technology, as well as other diverse and intriguing subjects.

The Strong also welcomed 10 scholars who conducted research on the artifact and conducted interviews with Christopher Bensch, vice president for collections. The segment marked the 11th aired episode of Travel Channel’s Mysteries at the Museum series and the sole repository for Spin Master’s archival collections, allowing scholars and researchers from all over the globe access to its company records, images of toy prototypes, packaging examples, and toy-testing snapshots.

Since the collaboration began, Spin Master has donated more than 500 digital files that capture the history of their first creation, Earth Buddy, which launched their career in the toy industry and earned them two million dollars in sales, in addition to archival materials related to their iconic robotic toy dog, Zoomer, which was awarded the Toy Association’s Toy of the Year for Best Innovative Toy in 2014. Also included in this donation is an assortment of graphics, awards, packaging examples, in-store displays, videos of toy demonstrations, and historical information.

“The creator of such popular toys as Zoomer, Aquadoodle, Hatchimals, and Bunchems, Spin Master’s history and ideas for engineering products may inspire other toy inventors and provide researchers with a unique insight into the world of toy manufacturing,” says Julia Novakovic, archivist at The Strong. “This ongoing partnership will aid in the advancement of the museum’s archival collections related to the study of play.”

The Spin Master Ltd. Records are available to students, scholars, and researchers at The Strong’s Brian Sutton-Smith Library of Archives of Play. To make an appointment, call 585-410-6349 or submit a request to library@museumofplay.org.

Canadian Toy Company Collections Enhance the Museum’s Archival Holdings

The Strong and Spin Master of Toronto, Canada—one of the largest toy companies in North America—announced a partnership in 2015 to formally collaborate on preserving the company’s contributions to the toy industry over the last two decades. The Strong represents the sole repository for Spin Master’s archival collections, allowing scholars and researchers from all over the globe access to its company records, images of toy prototypes, packaging examples, and toy-testing snapshots.

The Strong’s specimens include photos, press clippings, toy boxes, packaging examples, display ads, commercial graphics, images of toy prototypes, and video clips. Researchers from all over the globe can access these materials through the museum’s digital collections, which are accessible through the Archive’s online catalog, and are complemented by the artifact and company records held at The Strong.

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National Toy Hall of Fame Finalists to Be Revealed in September

Each year the National Toy Hall of Fame inducts toys that have inspired creative play and enjoyed popularity over a sustained period. To date, there are 62 toys in the hall—ranging from iconic toys such as LEGO and Barbie, to toys of the imagination, such as the cardboard box and stick. Last year’s inductees were Dungeons & Dragons, Fisher-Price Little People, and the swing.

Twelve finalists for 2017 will be announced in September and are expected to receive worldwide media attention. The finalists will be chosen on the advice of a selection advisory panel composed of historians, educators, and other individuals who exemplify learning, creativity, and discovery through their lives and careers. The final inductees will be announced during a ceremony on Thursday, November 9, and celebrated with museum guests during a weekend of themed activities on November 11 and 12 (see page 6).
Meet the Editor of the American Journal of Play

Earlier this year The Strong named Jeremy Saucier, PhD, editor of its American Journal of Play. Here, Saucier talks about his vision for the Journal, and its importance to The Strong’s play-based mission.

What was your background before becoming editor in 2016?

Before joining The Strong, I earned a bachelor’s degree in American studies from Wesleyan University and a PhD in American studies from the University of Rochester. I spent several years teaching at colleges and universities, and I also worked as the assistant editor of the Reviews in American History journal. I joined The Strong in 2016, among other responsibilities, as associate editor for the Journal. I’ve also published essays on a variety of subjects, including using video games as historical sources, the marketing of the all-actor volunteer army, and World War II combat video games.

What’s your approach to play?

I think about play broadly. I’ve always been attracted to interdisciplinary thinking or approaching questions by combining a variety of methodologies and stories from different disciplines such as history, psychology, anthropology, education, cultural studies, and neuroscience. And that’s exactly the kind of articles you’ll find in the pages of the Journal. By highlighting some of the best scholarship on play and making it all accessible in print and online to scholars, policymakers, and the public, the Journal adds to the way we study, understand, and think about play. In that way, it’s a vital contributor to the museum’s overall mission to collect, preserve, and interpret the history of play and illustrate its critical role in human development.

What’s next for the Journal?

When we published our first issue in 2008, it was the first peer-reviewed, scholarly journal to focus solely on the study of play. As we quickly approach our 10th year of publication, it remains the premier journal on the subject. Our editorial team has high expectations, and we will continue to publish significant work from eminent scholars and help underscore today’s need for research and dissemination of new voices and ideas. We hope to see more studies that examine, for example, electronic trends on play. But we also expect to provide a forum for new voices and to publish significant work from eminent scholars and help lead scholarly approach our 10th year of publication, it remains the premier journal on play and making it all accessible in print and online to scholars, policymakers, and the public, the Journal adds to the way we study, understand, and think about play. In that way, it’s a vital contributor to the museum’s overall mission to collect, preserve, and interpret the history of play and illustrate its critical role in human development.

The Strong Names New Woodbury School Director

The Strong is pleased to announce that Cheryl Nichols, former Woodbury School lead teacher, has been promoted to Director of Woodbury School. In her new role, Nichols will lead Woodbury School activities, as well as manage the school’s 2018-2019 enrollment process. She will continue to teach Woodbury preschool and early kindergarten classes. Nichols, who began teaching at Woodbury School in 2008, holds a bachelor’s degree in elementary education with concentrations in reading specialization and environmental education from Alma College in Michigan. She succeeds Debbie McCoy who recently accepted the role of assistant vice president for education at the museum.

The Strong’s Woodbury School employs a play-based, classroom, curriculum approach to learning that encourages students ages three to five to develop deeply into topics that fascinate and stimulate learning. Activities involve promoting cooperative games, math, pre-reading, and more, all of which align with New York State’s Learning Standards.

Applications for 2018-2019 enrollment will be available beginning December 1, 2017. Visit museumofplay.org for more information.

Woodbury School Registration Opens in December

Registration for The Strong’s Woodbury School’s 2018-2019 year begins December 1. Woodbury School offers a preschool program for three- and four-year-old children and an early kindergarten program for five-year-old children. Both programs are Reggio Emilia-inspired. This educational approach encourages teachers and students to work together to plan the curriculum. Guided by teachers, children delve deeply into topics that fascinate them and stimulate learning.

Applications for the 2018-2019 school year can be downloaded at museumofplay.org/education/woodbury-school beginning December 1. Call 585-263-2700 for more information.

New Staff Join Advancement Team

The Strong is pleased to introduce Kate Whitman as its grants and foundations relations manager, and Hilary Bobbs as its director of foundation and corporate relations.

Prior to joining The Strong, Whitman served in the Office of Annual Giving and at the Medical Center at the University of Rochester for nearly a decade. In her new role at The Strong, she works to identify and solicit donations from other institutions, as well as manage state and government grant applications.

Bobbs comes to the museum from Rochester Institute of Technology, where she served as director of development for RIT’s Engineering Innovation and Institutional Advancement. During her time at RIT, Bobbs also supported the development of new start-up companies focused on video games and game technologies. Bala has previously served on numerous boards for other organizations, including W-HIT, a public broadcast radio and television affiliate.

College Students Complete Internships at The Strong

Seven college students joined The Strong this summer as interns. The interns assisted in many museum areas including marketing, library and archives, public programs, and collections. Pictured left to right in the back row is Shashal Kitchings from Rochester Institute of Technology, Zuzu Bloomer-Knappe from Binghamton University, and Jackson from Rochester Institute of Technology, and Erin Gavrin from University of Rochester. Pictured front left to right in the front row is Claire Gilmore from Pennsylvania State University, Christine Gates from the University at Buffalo, and Rylie Eise from St. Bonaventure University.

The Strong Welcomes Distinguished Guests

State and local legislators toured The Strong in July. From left to right is The Strong’s Vice President for Collections Chris Biersch, Jack O’Donnell from Bolton St. John’s, New York State Assembly Special Assistant Marcus Salgado and his son, Jayden, New York State Assembly Member Harry Bronson, The Strong President and CEO Steve M. Dubnik, New York State Assembly Speaker Carl Heastie and his daughter Taylor, New York State Assembly Majority Leader Joseph Morelle, and Monroe County Clerk Adam Bello.

The Strong hosted the first of three statewide Erie Canal Bicentennial Forums in July. Pictured alongside a model of an Erie Canal lock is New York State Canal Corporation Director Brian Stratton and The Strong President and CEO Steve M. Dubnik.

The Strong Welcomes New Trustees

At its June meeting, The Strong’s Board of Trustees elected Kelly Gagan, vice president for institutional advancement at Nazareth College, and Karthik Bala, CEO and founder of Valen Ventures, Inc., as new members of its governing body.

Gagan comes to the board with nearly 20 years of experience in not-for-profit fundraising and gift giving. She holds a bachelor’s degree from Le Moyne College and currently sits on the board for the Council for Advancement and Support of Education District II, in addition to serving as a committee member of the Boynia Child Advocacy Center.

Bala co-founded Vicarious Visions, a successful game-developing company in New York State with his brother, Osha, in 1991. Twenty-five years later, they sold Vicarious and formed Valen Ventures, an investment company based in Troy, New York, that supports the development of new start-up companies focused on video games and game technologies. Bala has previously served on numerous boards for other organizations, including W-HIT, a public broadcast radio and television affiliate.

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Out and About

In June, The Strong’s President and CEO Steve M. Dubnik and Vice President for Institutional Advancement Lisa Feinstein traveled to Los Angeles for the 23rd annual Electronic Entertainment Expo (E3). Dubnik, Feinstein, and the museum’s Director of Strategic Relations Don Daglow, met with video game industry leaders and innovators to build national and international support for The Strong and its International Center for the History of Electronic Games.

Jeremy Saucier, assistant vice president for interpretation and electronic games, networked with regional museum professionals, public historians, and scholars at the New York Humanities Meet-Up at the University of Rochester’s Humanities Center in June.

Also in June, Executive Vice President and Chief Marketing Officer Suzanne Seldes was reelected to the Rochester Downtown Development Corp. board and its executive committee, and joined the board of Cornhill Navigation.

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

Beth Lathrop, director of the libraries and archives, presented “Playing with the History of Play, Toy Makers, Game Designers, and the Creative Process” at the Rochester Regional Library Council’s Tech Camp 2017 in August.

Supporting The Strong: Investing in the Next Generation

Local attorney, philanthropist, and long-time advocate of the arts, Alan Cameros is a proud supporter of The Strong’s play mission and its fellowship programs and community outreach collaborations that make museum access possible for children, families, and researchers who might otherwise not have an opportunity to experience The Strong and its vast collection of play-related artifacts.

Throughout his illustrious career, Cameros has served in numerous administrative roles for art organizations across the United States, including the American Association of Museums (AAM) and the Museum Trustee Association (MTA), and also helped form the Arts for Greater Rochester—later named the Arts & Cultural Council for Greater Rochester.

Camaros believes that efforts like The Strong’s New Women in Games initiative and other exhibits that focus on electronic arts allow the museum and its preservation work to stay relevant and encourage others to explore the value of play throughout history and across boundaries of age and culture.

Camaros says creating this link between The Strong and what is of interest to young people fosters engagement with another generation of museum visitors and, hopefully, future museum supporters.

For Cameros, it is this engagement with the community—the expanding of ideas and understanding—that allows the museum to achieve its mission and serve a broad audience.

“I think The Strong is going to be one of Rochester’s treasures, among the very finest... It will be one of the reasons, if not the principal reason, why people visit Rochester.”

To join Cameros in supporting The Strong, visit museumofplay.org/support to make a secure online donation.
Teenage Mutant Ninja Turtle Word Scramble

Can you unscramble the letters below to answer questions about the beloved Teenage Mutant Ninja Turtles™?

1. What is the Turtles’ favorite food?  IAZP

2. Which Turtle is a joker who wears an orange mask?  GNECLAIMEHL0

3. Which Turtle is a leader who wears a blue mask?  NLOOEARD

4. Which Turtle is a tough guy who wears a red mask?  HARPLAE

5. Which Turtle is a scientist who wears a purple mask?  AOLL0DENT

6. What time period were the artists from who inspired the Turtles’ names? (Clue on page 3.)  EIASNREANSC

7. Who is the Turtles’ sensi?  TRIPNSEL

8. Which character was inspired by a cheese grater?  RSDREEDH

9. What kind of fighting style do the Turtles perform?  JNISUNUT

10. What is a catchphrase the Turtles say?  AOBAYKSOAH
Step into Dancing Wings Butterfly Garden this fall for all-new experiences!

All October long watch as the garden transforms into a spooky paradise. Peek at Halloween-themed butterflies and mysterious plants, including dancing bones cacti, carnivorous pitcher plants, bat flowers, voodoo lilies, and more. Get up close to the eerie hanging Spanish moss covering the garden.

In December stop by for Morpho Magic. View hundreds of blue morpho butterflies as they flutter about the garden and take pictures as they land on brightly colored holiday ornaments.

And every Wednesday until the end of December visit at 11:40 a.m. and 1:40 p.m. for Animal Encounters. Learn about the creatures that call the garden their home from the museum’s live collections staff. Get up close to featured animals—including crested geckos, a panther chameleon, and a red-footed tortoise—and discover facts about their native environments, eating habits, and more.

Timed tickets are required for Dancing Wings Butterfly Garden programs. Admission to the garden is $4 for members, $5 for nonmembers, and free to children under age two. Animal Encounters dates and times are subject to change.