Step right up to Boardwalk Arcade

Back by popular demand! Celebrate seaside amusements in all their bleeping, blipping, vibrant glory at Boardwalk Arcade, opening May 24.

Step into a scene reminiscent of the 19th- and early 20th-century resorts such as Coney Island and Atlantic City, where Americans from across the nation flocked for good old summertime fun.

Journey through the evolution of seaside amusements! Play a variety of classic carnival games such as ring toss. Challenge yourself on redemption games such as Skee Ball, Hoop Fever, Ticket Monster, and Harpoon Lagoon. Win tickets and use them to collect a variety of prizes, including stickers, oversized sunglasses, and stuffed animals.

Laugh at your distorted reflection in silly fun-house mirrors and then step right up to an oversized beach cut-out for an unforgettable photo op. Young children can dig right in for creative play with beach toys at the Boardwalk Arcade shoreline. What does your future hold? Spin a wheel of fortune to find out.


Rock the high score as you play your way through the history of pinball gaming at Pinball Playfields (see page 3). Test your flipper skills on amazing machines including Hercules, the world’s largest commercial pinball machine.

Also on display are artifacts from The Strong’s renowned collections that evoke the history of carnivals and beachside resorts including toy carousels, chalkware figurines, and brilliantly colored posters featuring KAR-MI—the stage name of Joseph Hallworth (1872–1956), an entertainer who worked in Wild West shows, circuses, and other venues from the 1890s to the beginning of World War I.

Boardwalk Arcade remains on view through September 7. It is produced by The Strong’s International Center for the History of Electronic Games.

Sponsored by

Democrat & Chronicle media group

Time Warner Cable
New to Boardwalk Arcade: Pinball Playfields

See rare, historic examples and play your way through more than 80 years of pinball history at Pinball Playfields, an all-new exhibit opening alongside Boardwalk Arcade on May 24. The exhibit traces the evolution of the pinball playfield—the surface where the ball ricochets through a maze of lights and obstacles to rack up points—from countertop games of the 1930s to the sophisticated, electronic versions that remain popular today.

View three pioneering pinball machines—Ballyhoo (1932), named after a 1930s humor magazine; Humpty Dumpty (1947), the first machine to use flippers; and Triple Action (1948), the first game with two sets of flippers positioned at the bottom of the playfield. Then pull the plunger and try to rack up high-scores on a field of playable machines that illuminate the evolution of pinball machine game play, including Vagabond (1962), FunHouse (1990), Monster Bash (1998), Lord of the Rings (2003), and Emerald City Limited Edition Wizard of Oz (2013).

Be one of the few to wrap your arms around Hercules (1979), the world’s largest commercial pinball machine. The jumbo-sized machine uses a billiards cue ball and stands seven feet tall. Ron Halliburton of Arcade Engineering designed the game in 1976 and the original version created such intense vibrations that it shook itself apart. Atari purchased the concept, redesigned it to make it sturdier, and released it in 1979.

View other unique artifacts, including playfield prototypes, original sketches by pinball-machine designers, and bagatelle-style handheld pinball puzzles—games with a tilted surface used to guide a ball through a maze. Then see if you have what it takes to be a pinball designer and design your own pinball playfield.

Pinball Playfields remains on view through September 7. It is produced by The Strong’s InternationalCenter for the History of Electronic Games.
Do-gooders Unite for Superheroes Weekend!
Saturday & Sunday, April 5 & 6

Zoom in to The Strong for a hero-filled weekend, and be sure to bring your camera! Meet two of Marvel Comic’s official superheroes—Thor rumbles in with his trademark hammer in hand during appearances on Saturday, April 5, from 11 a.m. to 2 p.m. and 3 to 6 p.m., and Iron Man rockets in to meet museum guests on Sunday, April 6, from noon to 5 p.m.

On Saturday and Sunday, visit with PBS Kids’ WordGirl and Wonder Red until 4 p.m. and check out episodes of the shows.

Professional comic book artists will be available to share drawing and writing tips, display art, and sign autographs. Among the artists will be Michael Borkowski, storyboard artist for cartoons including Beware The Batman, Avengers Assemble, Scooby-Doo, Wolverine and X-Men; Chris Pallace, the co-creator of the iPad app Numbers League, a software version of the award-winning card game; Will Perkins, co-creator and artist of Beware... Comics! and art director at 215ink Publishing; and Ken Wheaton, comic book illustrations instructor and professional inker for The Simpsons and the Popeye comic book series.

Was Superman created to fight bullies? View an engaging display of comic books spanning nearly 50 years assembled by Alfred University. Then become a hero at Hero Training School, where you can sharpen your skills of agility, strength, and courage by leaping over buildings, lifting giant weights, and going on rescue missions. Take on your own super persona when you create a hero headband.

Find out how you and your family can be healthy heroes! Discover physical activities that will get the entire family moving and learn how to protect the environment by joining forces with Larry the H2O hero.

Swing by the museum’s American Comic Book Heroes: The Battle of Good vs. Evil exhibit and climb up the side of a skyscraper, play Whack A Foe, journey through the golden age of comic books through early comic book art, and more.

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**Animation April School-Break Week**  
**Saturday, April 12–Sunday, April 20**

Celebrate the art of animation in conjunction with the *Animation* exhibit and take a glimpse at animation sketches and movie cels from The Strong’s collections including Disney classics such as *Cinderella, Beauty and the Beast, Fantasia, Lady and the Tramp,* and *Steamboat Willy.* Make your own thumatrope, a Victorian-era toy that creates a single image from two separate images on a disk when it’s twirled quickly between two fingers. Are you smarter than the average bear? Test your cartoon IQ! Challenge family members to guess popular cartoon characters by their silhouette only and match well-known quotes and phrases to the characters that coined them.

**Hometown Heroes**  
**Saturday, May 10, 11 a.m.–4 p.m.**

Celebrate local heroes and meet a firefighter, EMT, and police officer. Check out a working fire truck from the City of Rochester and an ambulance from Rural/Metro Medical Services. Learn about fire safety and try on uniforms in the Fire Safety Smoke Hours—a mobile classroom featuring simulated safety situations.

Take pictures with heroic dogs, including Siren, the Livingston County Fire Dog, and Chip, a working K9 with the Greece Police Department. Also greet Sparky, the mascot for the Rochester Fire Department; Smokey the Bear, pal of the New York forest rangers; and Monroe County 911 mascot Red. E. Fox.

Check out “You Don’t Have to Wear a Cape,” a theater performance at 11 a.m. and 2 p.m. by Allendale Columbia students. The original, student-written production tells the tale of Ralph, an imaginative second-grader who wants to be a superhero, and celebrates the heroic qualities in all people.

**Boardwalk Arcade Opening Celebration**  
**Saturday, May 24, 11 a.m.–4 p.m.**

Discover a carnival of delights during the *Boardwalk Arcade* opening weekend celebration. Flower City Vaudeville presents their unique brand of entertainment with an array of strolling and “pop-up” circus acts. Enjoy the bygone days of early vaudeville with playful performances that include unicycle riding, comedy, accordion playing, pantomime, and more.

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**Storytime Club**

Celebrate the joy of reading. Hear classic children’s stories read aloud on select **Mondays at 10:30 and 11:30 a.m.** and be whisked away on literary adventures with Storytime Club. Have your passport punched once during each visit. Collect five punches and receive a free children’s book!

**Mondays, April 21 & 28**  
**Celebrating Heroes**

**Mondays, May 12 & 19**  
**Spring Fling**

**Monday, June 2**  
**Summertime Tales**

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**Monday Kicks for Ages 2 to 6**

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.

**Monday, April 7**  
**Animal Pals**—Enjoy animal songs and activities, featuring books by Eric Carle.

**Monday, May 5**  
**Spring into Action**—Enjoy crafts, books, and activities about gardening and all things blooming.

**Monday, June 9**  
**Let’s Move! Let’s Play!**—Get moving with fitness-themed games and stories.

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*Sponsored by* [Parent]
Fairy House Magic

**Saturday, June 7, 11 a.m.–4 p.m.**
**Sunday, June 8, 1–4 p.m.**

If you build them...they will come. Meet *Fairy Houses* author and illustrator Tracy Kane and learn tips on how to make your own whimsical fantasy dwelling using recycled and natural materials—including sticks, bark, and stones.

Enjoy story readings and watch *Kristen’s Fairy House*, a short film starring Kane and her niece as they go on an island adventure together. Enjoy an ethereal musical performance by Hochstein Scholarship Flute Choir on **Saturday at 11 a.m.** and be charmed by Hochstein Little Singers on **Sunday at 1 p.m.**

Meet a woodland fairy, transform yourself into a sprite or magical creature with a set of wings, follow the clues during a pixie scavenger hunt, and reenact your own fairy tale with hand puppets. See a display of handmade fairy doors, charming hand-painted portals into fairy land, created by artists Chris Pallace and Kevin Serwack.

All Fairy House Magic Weekend activities are presented in conjunction with the Fairy Houses Tour at the 46th Annual Corn Hill Arts Festival to be held July 12 and 13.

Be sure to flutter back to The Strong from Tuesday, July 15 through Sunday, July 27 for a display of award-winning fairy houses selected from among the finalists at the Corn Hills Arts Festival Fairy Houses Tour.

Save the Date for the 2014 Play Ball!

Mark your calendar for The Strong’s fourth annual Play Ball gala—Rochester’s “don’t miss” party for grown ups only—set for Friday, September 19, 2014.

Enjoy a fun-filled evening as the museum is transformed into an adult-friendly playground featuring great food and drinks, playful entertainment, live and silent auctions, and all the playtime you like! Tickets are $150 per person, and sponsorship opportunities begin at $1,500. All proceeds benefit The Strong’s education and outreach programs.

To learn more and view photos from last year’s Play Ball, visit theplayball.org.

Nominate Your Favorite Toy

Do you have a favorite toy that you’d like to see enshrined in The Strong’s National Toy Hall of Fame? Tell us! Nominations for consideration for 2014 induction may be submitted on site at the hall or online at toyhalloffame.org now through Thursday, July 31, 2014.

Plan a Party at the Museum

Create treasured memories for years to come when you hold your special occasion at the museum. From family reunions to graduation parties, baby showers to birthday celebrations, the museum is the perfect place for your event.

Plan-a-Party packages include a private party room for up to 100 guests, discounted museum admission, and set up and clean up. A visit from a Berenstain Bear, face painting, or tickets to Dancing Wings Butterfly Garden can be added. For information, visit museumofplay.org or call 585-410-6332.
Member News

Save When You Visit Other Museums

Upgrade your membership to Patron-level to take advantage of The Association of Children’s Museums (ACM) Reciprocal Network program which offers a 50% discount off the regular admission fee at participating museums for up to six people.

To use this benefit, Patron-level members of The Strong simply present a valid membership card with the ACM Reciprocal Network logo and a photo ID at any of nearly 200 museums. Discover which museum participate in the program at childrensmuseums.org.

Patron-level members also receive four single-use guest passes and butterfly garden passes to The Strong—an incredible $70 value for only $41 more than the cost of a family or grandparent-level membership. Visit the museum’s admissions desk or call 585-263-2700 to upgrade today.

Member Nights with the Rochester Red Wings

Bring the kids and enjoy five nights of family fun and great baseball at Frontier Field.

Friday, May 16 at 7:05 p.m.
vs. Columbus Clippers
(fireworks night)

Sunday, June 29 at 1:05 p.m.
vs. Norfolk Tides (post-game run the bases with Spikes and Mittsy)

Saturday, July 26 at 6:05 p.m.
vs. Indianapolis Indians (fireworks night and Rochester Philharmonic Orchestra performance)

Saturday, August 16 at 7:05 p.m.
vs. Syracuse Chiefs (fireworks night)

Saturday, August 23 at 7:05 p.m.
vs. Scranton Wilkes-Barre Rail Riders (fireworks night and ZOOperstars appearance)

Museum members can purchase $6 reserved seating (regularly $8), $8.50 upper box seating (regularly $10.50), or $9.50 premium seating (regularly $12). To purchase tickets, visit redwingsbaseball.com and enter promo code playstrong. Tickets must be purchased online 24 hours prior to each game. Service fees and restrictions apply.

Do You Have a Shops Rewards Card?

On your next visit to The Strong, stop by the Everything for Play! museum shop and request a Strong Rewards card. With every $10 spent in the shops, you earn a stamp on the card. Earn 10 stamps and receive a $10 shops gift card!

And don’t forget, museum members always save 10% in the Everything for Play! and Butterfly Garden shops.

www.museumofplay.org
The Strong Acquires Strategic Simulations, Inc. Collection

A recent major addition to The Strong’s ever-growing video game company collections provides a window into the history of computer games and the pioneering companies that built that industry. The Strategic Simulations, Inc. (SSI) Collection, donated by company founder Joel Billings, chronicles 15 years of SSI history, from its founding through its acquisition by Mindscape in 1994. SSI was the leading developer of war games and other computer simulations in the 1980s and early 1990s. The company’s ground-breaking first game, Computer Bismarck (1980), helped make military simulations a leading segment of the early computer game market. SSI also published sports, finance, and fantasy games, including the Advanced Dungeons and Dragons titles licensed from TSR, and featured some of the era’s most important developers, including Dan Bunten (Dani Bunten Berry) and Gary Grigsby.

The collection includes documents, market research, company meeting notes, financial statements, clippings, company catalogs, and many other business records in addition to master code for Computer Bismarck and a copy of the computer code for Tank (unpublished), the first game Billings ever wrote. Information about other computer companies of the period is present as well, offering a wealth of information to researchers examining the history and innovation of that era.

Where in the World is Carmen Sandiego? She’s at The Strong!

Did you ever explore the mysterious islands of Myst? Build a pretend metropolis in SimCity? Track down bad guys in Where in the World is Carmen Sandiego? Then you have played some of the best-selling games sold or distributed by Brøderbund Software, Inc., one of the most important electronic game companies of all time. The Strong is now the home of a collection of materials, donated by company founder Doug Carlson, that documents both the history of Brøderbund and the development of the computer games industry in the 1980s and 1990s.

In addition to being one of the leading producers and distributors of games for the home computer during the 1980s and 1990s, Brøderbund was also a major producer of best-selling consumer software such as Family Tree Maker, Print Shop, Living Books (the title Just Grandma and Me was one of the first interactive children’s books), and Kid Pix (an art program). Starting with Doug Carlson’s 1980 game Galactic Empire, Brøderbund grew quickly until by 1986 it was the ninth-largest United States computer software company. By 1997 the company had annual revenues of $190 million. The Brøderbund Software, Inc. Collection chronicles the firm from its first games released in 1980 to its acquisition by The Learning Company in 1998.

Comprised of nearly 1,500 games and other pieces of consumer software, the donation includes copies of virtually every game and product produced by Brøderbund, as well as titles from their competitors. There are also copies of original art, production masters, and other disks used in the production of games; and examples of company signage, awards, posters, promotional materials, board game versions of their products, and other related items. An extensive collection of archival materials including corporate records reveal tremendous insights into the workings of Brøderbund specifically and computer software companies in general. Business records including internal company newsletters, strategic plans and other long-term planning documents, competitive market research, company meeting notes, financial statements, news clippings, company catalogs, photographs, correspondence, and miscellaneous business documents illuminate the company’s domestic and international operations. Also included are numerous records related to the Software Publishers Association trade group, of which Doug Carlson was president and chairman. These records provide insight into the software industry in the 1980s.

The Brøderbund Software, Inc. Collection enhances the museum’s leading collection of materials related to video game history and complements recent acquisitions of materials from industry pioneers Ken and Roberta Williams, Joel Billings, and Will Wright.
Dungeons & Dragons Materials Reveal a Revolution in Gaming

Introduced in 1974, Dungeons & Dragons ushered in the beginning of the modern role-playing game industry and established a new genre of play—fantasy wargaming. Dungeons & Dragons celebrates its 40th anniversary this year and important holdings in the museum’s collections underscore the game’s impact on play and American culture.

In addition to nearly 500 different artifacts related to pen-and-paper and electronic versions of Dungeons & Dragons, The Strong owns dozens of rare early documents related to the formative years of its publisher, TSR, Inc. Founded by Gary Gygax, Dave Arneson, Don Kaye, and Brian Blume, TSR—originally Tactical Studies Rules and later TSR Hobbies—revolutionized the world of gaming with its products. Materials at The Strong help document the evolution of the company and its products.

The museum’s library contains numerous issues of magazines, such as The Dragon, Strategic Review, and White Dwarf, intended for serious role-playing gamers during the 1970s and 1980s, as well as trade catalogs, works of fiction, and other publications. Archival holdings include significant documents, such as TSR in-house newsletters and GENCON conference information packets that belonged to Gary Gygax, as well as correspondence and other materials related to Dungeons & Dragons from former TSR employees, important game designers, and influential gamers.

Lella Gandini Early Childhood and Children’s Folklore Collection Established at The Strong

A student of children’s folkways, Italian-born author and teacher Lella Gandini is best known in the United States as the leading advocate for the Reggio Emilia approach to early childhood education, which emerged after World War II in the northern Italian town that gives this approach its name. (See related story below.)

Recent gifts by Gandini established the Lella Gandini Early Childhood and Children’s Folklore Collection at The Strong. The collection spans Gandini’s career in education and includes books written by her; scores of other works in English and Italian on topics such as childhood development, early childhood education (especially the Reggio Emilia approach), and folklore; and children’s books from her personal collection. Also included are research notes, presentations, scholarly articles, and other documents created or used by Gandini throughout her career.

Reggio Model at Core of The Strong’s Early Childhood Programs

In November, Debbie McCoy, director of early childhood programs and Woodbury School, participated in a North American study group that toured and observed the environments and experiences of the schools in Reggio Emilia, Italy. Jo Anderson, senior advisor to the United States secretary of education; several members of Project Zero, an educational research group at the Harvard Graduate School of Education; and others from educational and cultural institutions across the country rounded out the 120-member contingent.

The Reggio Emilia approach to early childhood education emerged after World War II in the northern Italian town of the same name. The approach is the foundation for The Strong’s Woodbury School and underscores the museum’s mission to explore play and the ways it encourages learning, creativity, and discovery.

In 2010, Lella Gandini, the leading advocate for the Reggio Emilia educational approach in the United States, traveled to Rochester to visit Woodbury School and advise staff about additional program development. (Read an interview with Gandini in The Strong’s American Journal of Play, Vol. 4, No. 1, at journalofplay.org.)

Since The Strong adopted a Reggio-inspired approach in 2006, the museum has become a highly sought after resource for Reggio Emilia-inspired training and benchmarking among professionals at public and private schools, early childhood programs, and to pre-service teachers throughout the region. An example is the museum’s engagement with Buffalo, New York’s Elmwood Franklin School. The Strong delivered a custom-designed program for preschool and elementary teachers and administrators to help deepen their understanding of the Reggio Emilia approach and to identify ways Reggio principles can be applied in their classrooms. Also, in March, when the Rochester Association for the Education of Young Children held their Spring Seminar at The Strong, the group included tours of the museum’s Woodbury School as an example of Reggio Emilia implementation.
Beth Lathrop Named Director of Libraries

Beth Lathrop has been hired as director of libraries. She takes over for Carol Sandler who retired in August after nearly three decades of service to The Strong.

Lathrop oversees The Strong’s Brian Sutton-Smith Library and Archives of Play, a 150,000-volume research library, and its Grada Hopeman Gelser Library, a museum-owned mini-branch of the Rochester Public Library. “The position of director of libraries is critical to The Strong’s mission in so many ways,” says Christopher Bensch, vice president for collections. “From acquiring and preserving key historical materials about play and its history to serving internal and external researchers and the public in general, Beth will lead endeavors that advance the libraries’ collections, services, and visibility.”

Prior to joining The Strong, Lathrop worked for more than four years at the Geneva Public Library, where she most recently served as its executive director.

Research Fellowships Program Expanded

The Strong is pleased to announce the newly established Mary Valentine and Andrew Cosman Research Fellowships to support scholarly research about games and related topics of play across The Strong’s artifact, archival, and other historical collections. The fellowships are made possible by the Mary Valentine and Andrew Cosman Trusts and provide a new source of financial support for eligible academic professionals, independent scholars, museum scholars, and advanced graduate students at the masters or doctorate level that can benefit from on-site access to The Strong’s collections. The new fellowship program complements The Strong Research Fellowships established in 2012.

Andrew Cosman was a lifelong game enthusiast whose passion began in the fifth grade when a teacher gave him a copy of the game Rise and Decline of the Third Reich to take home, learn, and return to teach the class. He went on to become an avid and skilled collector and ultimately opened a game store through which he was able to share with others his love for games of all genres, from party to strategy, historical to current, board games to video games. His wife Mary’s passion for card and board games began as a young child around her family’s dining table. Throughout their years together, Andrew and Mary’s collection grew extensively and through donation in 2013, they established the Andrew Cosman-Mary Valentine Game Collection at The Strong. Recipients of the Mary Valentine and Andrew Cosman Research Fellowships will benefit from access to this extensive collection of more than 600 war, strategy, and other types of complex games, as well as from thousands of other games, game prototypes, and related objects and historical documents in The Strong’s collections.

The Strong Featured in State of the State Activities

Plans for The Strong’s future Toy Halls of Fame gallery—one that combines its National Toy Hall of Fame with the Toy Industry Association’s Toy Industry Hall of Fame and opens in 2015—were on display in Albany in January during concourse activities leading up to Governor Cuomo’s State of the State address. The museum was joined by the Rochester region’s tourism agency, VisitRochester, and other organizations the represent key Finger Lakes Regional Economic Development Council initiatives. The Strong’s Director of Public Relations, Shane Rhinewald, appeared for the museum along with the National Toy Hall of Fame’s King and Queen of Chess.
Storytelling and Story Acting Promote Literacy in Boston Public Schools

Storytelling and story acting build vocabulary skills, help develop essential narrative abilities, and support a child’s social and emotional development, according to a recent interview in The Strong’s American Journal of Play conducted with Jason Sachs, Benjamin Mardell, and Marina Boni, creators and advocates of the Boston Listens Program. The three educators launched the program nearly two years ago across Boston Public Schools, and 55 schools now facilitate storytelling and story acting curriculum in their early education classrooms.

Boston Listens—informed by the innovative approach of renowned early childhood researcher and educator Vivian Paley (see story below)—encourages children to tell a story from his or her imagination. Storytelling allows students to use vocabulary in authentic ways, increases confidence, and fosters a sense of belonging in the classroom, says Mardell. The other students in the classroom then act out the story, allowing them to come together around a common goal and to learn from one another as they attempt to retell the tale. According to Boni, sharing ideas with friends in such a way boosts self esteem, encourages self-regulation (waiting, taking turns), and enhances creativity.

Sachs, Mardell, and Boni cite several examples of students casting off shyness and improving their narrative abilities within the first year of participation in the program.

The educators see the positive results of Boston Listens as a model for other districts nationwide. Says Mardell, “We hope that others will be inspired by our work and realize that storytelling and story acting can be used in a large, urban district to benefit all children.”

Additional articles in Vol. 6, No. 2 of the American Journal of Play focus on such topics as the elements of play and uncovering the reasons why humans play. The Journal can be read free of charge at journalofplay.org. Print subscriptions are also available.

Paley Collection Informs Early Childhood Research

Vivian Gussin Paley is a noted preschool and kindergarten teacher; internationally renowned early childhood education researcher, writer, and lecturer; and advocate for the importance of play for young children. She has documented her work, methods, and beliefs in unique and powerful fashion through 13 widely read and influential books, most of which she wrote while teaching at the University of Chicago Laboratory Schools. Most recently, her methods inspired and informed Boston Listens, a storytelling and story-acting program offered by the Department of Early Childhood at Boston Public Schools. (Read more in the American Journal of Play Vol. 6, No. 2.)

The Vivian Gussin Paley Collection in The Strong’s Brian Sutton-Smith Library and Archives of Play illuminates her distinguished career and is available to scholars for research. Included are autographed copies of her books (in English and in other languages); reviews of her books; reviews by Paley of other books; articles by and about her; speeches; some correspondence; clippings; items related to conferences, workshops, and symposia; and audio-visual materials related to presentations.

Toy Hall Coverage Reaches Worldwide Audiences

When the National Toy Hall of Fame welcomed its newest inductees—chess and rubber duck—in November, the news made national headlines and sparked conversations all over the globe. The inductees were reported on nearly 800 times during local television and radio newscasts around the country and were featured prominently in nationally-televised news and entertainment programs including the Today Show, Good Morning America, Live with Kelly and Michael, and ABC World News with Diane Sawyer. Nearly 5,800 online and print articles—published by major market media outlets such as Boston Globe, Chicago Sun Times, Huffington Post, New York Times, USA Today, Wall Street Journal, and Washington Times—generated more than three billion additional impressions.

Also, as in previous years, social media generated international buzz. More than 5,900 worldwide Twitter users posted content about the finalists, the inductions, or inductees for a total reach exceeding 15.4 million. Posts from CBS News, NPR News, the Today Show, Yahoo, Sky News (London), and the Los Angeles Times led the way.

Distinguished Guests Welcomed

Video game designer and producer Warren Spector (left) tours The Strong. Pictured with ICHEG Director Jon-Paul Dyson in eGame Revolution.

Gwen Gordon, (right) producer and director of Now Playing, a creative documentary about the power of play, tours The Strong with Scott Eberle, The Strong’s vice president for play studies.
Museum Thanks 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 Katie Riley at 585-410-6368 or kriley@museumofplay.org.

Welcome to our newest corporate partner:

Skillsoft

Thank you to these corporate partners for renewing their memberships:
The Bonadio Group
Brown & Brown of New York, Inc.
Chaintreuil | Jensen | Stark Architects, LLP
DelMonte Hotel Group
Democrat & Chronicle
Hammer Packaging
Jasco Tools, Inc.
KPMG LLP
Messner Carpeting
Nixon Peabody LLP
Pepsi Beverages Company
Tasteful Connections
Toy Industry Association

Reindeer Run Benefits The Strong

Rainy weather didn’t deter the more than 1,800 runners—many sporting antlers or other festive attire—who participated in the second annual Reindeer Run in December to benefit The Strong. In addition to the all-ages 5K, the morning included a half mile kids’ race. The event, presented by Fleet Feet Sports and YellowJacket Racing, raised $3,500 for museum educational programs. Mark your calendars for the next Reindeer Run on December 20, 2014!

NYSCA Grant Supports Museum Programming

The New York State Council on the Arts (NYSCA) has awarded The Strong $56,000 to support museum programming in 2014. NYSCA, a state agency, is dedicated to preserving and expanding the rich and diverse cultural resources of New York and broadening public access, appreciation, participation, and education in the arts and culture throughout the state.
Getting the Big Picture: A Focused Supporter

Bill Tribelhorn has been a supporter of The Strong since 1982. As a charter member, he was one of the first to rally behind the museum. “I got in at the ground level,” says Bill. But today, Bill is no longer at the ground level. In fact, he’s in the basement—performing invaluable volunteer work for The Strong.

On any given Thursday, you might find Bill in the collections studio sorting through a mountain of rubber duckies, a box of vintage yo-yos, or a vast assortment of electronic games. As a collections photographer, he is responsible for capturing an image of each item that the museum acquires.

Bill discovered his interest in photography at the age of 10, further developing his craft as a member of his high school camera club. He went on to attend Trinity College and served in an army ordinance company in Belgium, France, the Philippines, and Japan during World War II. “I was fortunate, really, to have seen much of the world in relative safety,” says Bill.

When he was discharged, Bill came to Rochester in hopes of landing a job at Eastman Kodak and was hired by the company’s paper service division. “That was George Eastman’s Kodak;” he recalls, the perfect place for a man with a passion for cameras and film.

Throughout his career, Bill was an active member of the Kodak Camera Club and often exhibited his work in nature and stereo slide salons. He became an associate of the Photographic Society of America and also produced several travel slide programs. After 37 years at Kodak, Bill retired—but his passion for photography kept him motivated and inspired.

“When I first started, we used professional black and white film and made two print copies,” recalls Bill. Digital photography not only improved the efficiency and quality of the process, but also allowed the images to be posted on The Strong’s website where anyone with Internet access can now view more than 55,000 collections objects.

And Bill has photographed most of those objects. “Since the days of film photography, Bill has been an integral part of the Collections Team, documenting tens-of-thousands of incoming acquisitions,” says Vice President for Collections Chris Bensch. Bill recalls one of his largest projects was photographing an extensive collection of Statue of Liberty memorabilia donated by Iris and Mort November of Cleveland, Ohio.

“Since the days of film photography, Bill has been an integral part of the Collections Team, documenting tens-of-thousands of incoming acquisitions,” says Vice President for Collections Chris Bensch. Bill recalls one of his largest projects was photographing an extensive collection of Statue of Liberty memorabilia donated by Iris and Mort November of Cleveland, Ohio.

When asked what he loves most about the museum, Bill promptly quips, “My job of course,” but then he becomes serious. “The Strong is a leader in its field,” he says. “The museum appeals to all ages, not just children. There is so much for adults—reminiscing about your own childhood or seeing the pleasure of your kids or grandkids when you bring them in.”

Maybe that’s why in addition to being a member since 1982, and a volunteer for nearly as long, Bill is also an artifact and financial donor to the museum. “Since I’ve been here, I’ve appreciated how effective management and the staff are. One of the most important reasons I’ve been at The Strong is the fact that these folks highly value volunteers,” he says. “The little donations I make are an investment in The Strong’s future.” And Bill’s investment, as a volunteer and a donor, makes an important difference to The Strong.

Visit museumofplay.org to view Bill’s photos and explore The Strong’s digital online collections. To join Bill in supporting the museum, visit museumofplay.org to make a secure online donation.
Book Nook

The Strong is one of only a handful of museums in the nation to offer a circulating library. Children’s books, at all reading levels, can be found in book nooks housed among the exhibits. Check out these featured works picked by The Strong’s librarians:

**Tell Me The Day Backwards**
by Albert Lamb, illustrated by David McPhail
(for younger readers and caregivers)
A delightful bedtime read-aloud with soft, detailed pictures. Timmy tells his Mama Bear all about his exciting day—but in reverse order of occurrence—inspiring children to do them same during their bedtime routine. (This book is shelved in Game Time!)

**My Garden**
by Kevin Henkes
(for younger readers)
The award-winning Henkes illustrates an imaginative garden where jelly beans, seashells, chocolate rabbits, and tomatoes as big as beach balls grow. Happy pictures inspire children to design their own dream gardens. (This book is shelved in the Nonsense section of Reading Adventureland.)

**Play These Games: 101 Delightful Diversions Using Everyday Items**
by Heather Swain
(for older readers)
Discover oodles of ingenious games made from simple, everyday items found around the house. From a game of Go Fish using family photos to a clothespin and cardboard box version of pinball, there is something to inspire every child. (This book is shelved in Game Time!)

Find the Fluttering Fairies!

Can you spot the fairies in the image below created for The Strong by author Tracy Kane? Learn more about Tracy Kane’s work during Fairy Houses Weekend at the museum June 7 and 8. See page 6 for details. And don’t miss The Fairy Houses Tour at the Corn Hill Arts Festival July 12 and 13, followed by a display of the festival’s award-winning fairy houses at the museum July 15 through 27.
Spring 2014

Unless otherwise noted, events and character appearances typically end by 4 p.m. and are free to members.

APRIL

Saturday & Sunday, April 5 & 6
Superheroes Weekend
Zoom in for a hero-filled weekend featuring Thor on Saturday and Iron Man on Sunday. PBS’s WordGirl and Wonder Red appear all weekend long.

Monday, April 7
Monday Kicks for Ages 2 to 6
Animal Pals: enjoy playful animal songs and activities, featuring books by Eric Carle. 10 a.m.–2 p.m.

Saturday, April 12–Sunday, April 20
Animation April School-Break Week
See a unique display of animation sketches and cels from The Strong’s collections and explore the Animation exhibit.

Monday, April 21
Storytime Club
Celebrating Heroes: go on a literary adventure! Have your Storytime Club passport punched. Collect five punches and receive a children’s book. 10:30 & 11:30 a.m.

MAY

Monday, May 5
Monday Kicks for Ages 2 to 6
Spring into Action: enjoy crafts, books, and activities about gardening and the spring season. 10 a.m.–2 p.m.

Saturday, May 10
Hometown Heroes
Meet first responders; check out a working fire truck; take pictures with Siren, the Livingston County Fire Dog; and more. Don’t miss theater performances by Allendale Columbia students.

Monday, May 12
Storytime Club
Spring Fling: go on a literary adventure! Have your Storytime Club passport punched. Collect five punches and receive a children’s book. 10:30 & 11:30 a.m.

Friday, May 16
Member Night with the Red Wings
Cheer on the team as they play against the Columbus Clippers and stay for fireworks. 7:05 p.m.

JUNE

Monday, June 2
Storytime Club
Summertime Tales: go on a literary adventure! Have your Storytime Club passport punched. Collect five punches and receive a children’s book. 10:30 & 11:30 a.m.

Saturday & Sunday, June 7 & 8
Fairy House Magic
Meet Fairy Houses author Tracy Kane, learn how to build a fairy house, dress up like a pixie, and more.

Monday, June 9
Monday Kicks for Ages 2 to 6
Let’s Move! Let’s Play!: learn about the importance of fitness with active games and stories. 10 a.m.–2 p.m.

Thursday, June 19
Museum Closing at 3 p.m.

Sunday, June 29
Member Night with the Red Wings
Cheer on the team as they play against the Norfolk Tides. 1:05 p.m.

www.museumofplay.org
The Strong* is a highly interactive 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 Brian Sutton-Smith Library and Archives of Play, the Woodbury School, and the American Journal of Play and houses the world’s largest and most comprehensive collection of historical materials related to play.

MUSEUM ADMISSION

General Admission (does not include admission to Dancing Wings Butterfly Garden): age 2 and older $13.50, under age 2 free, museum members free.

Admission to Dancing Wings Butterfly Garden: $3 per person for members, general admission fee plus $4 for non-members; children under age 2 free. Entry to Dancing Wings Butterfly Garden is by reservation only. Reservations may be made at the museum’s admissions desk.

The museum accepts Visa, MasterCard, American Express, and Discover.

Admission rates and Dancing Wings Butterfly Garden fees subject to change.

PARKING

Limited free parking is available at the museum for all guests on a first-come, first-served basis.

Please note that, on high visitation days, the museum lot may reach capacity early in the day. If space is not available on site at the time of your visit, you will find additional parking (fees apply) at neighboring municipal garages.

MUSEUM HOURS

Monday–Thursday, 10 a.m. to 5 p.m.
Friday & Saturday, 10 a.m. to 8 p.m.
Sunday, noon to 5 p.m.

The museum closes at 3 p.m. on Thursday, June 19.

DINING

The museum offers a variety of dining options including Pizza Hut Express, Taco Bell Express, Subway, Louie’s Sweet Shoppe, and Bill Gray’s Restaurant. Visit museumofplay.org for hours and information.

On weekends, holidays, and during school breaks, dining tables and chairs are reserved for restaurant customers only.

INFORMATION

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PLAY TIME

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Museum Garners Local, Regional, and National Acclaim

For the 12th year in a row, readers of the Democrat and Chronicle named The Strong the gold standard for best museum in Rochester. And for the 10th year in a row, the museum was distinguished as the top place to take kids and favorite kid-friendly museum by readers of KidsOutandAbout.com. Additionally, Rochester’s City Newspaper readers have named The Strong Rochester’s best family-friendly attraction.

Recent national and regional distinctions include being named one of the 10 best museums for families in the United States by readers of USA Today; highest honors from TripAdvisor, the world’s largest travel website; a “Best Spot in the City” designation from online review site Yelp.com; and the “Best Family Day Trip” as determined by readers of Family Times in Syracuse. Additionally, BuzzFeed, a website that reaches more than 80 million unique visitors per month, included The Strong’s National Toy Hall of Fame in its list of 19 Places That Make Your Kids Dreams Come True.