PLAY Time

TRIVIAL PURSUIT®
A 50-State Adventure!

Through May 10
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Klutz® School-Break Week
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Shirley Temple Display
Member News

Spring 2015 • Volume 5 • Issue 3
News and Events for Members, Donors, and Friends
Jump Into the Game!

Trivial Pursuit®: A 50-State Adventure is open at The Strong. Travel from coast to coast learning about historical sites, iconic tourist destinations, and popular recreation and sports venues through unique hands-on activities, challenging puzzles and games, and a blend of classic and special edition Trivial Pursuit® questions. Each section of the exhibit brims with activities specific to the customs and geography of regions across the country.

Northeast Region
Climb to the top of a lighthouse and use the spotting scope to identify coastline features or to warn approaching ships with the beacon and foghorn. Make a stop at Fenway Park in Boston and play a pinball-style baseball game. In New York, countdown to midnight and activate the lighted ball for a New Year’s celebration in Times Square. Mark the Independence Day holiday on the National Mall in Washington, D.C., and take a pretend ride on the capital.

Southwest Region
Saddle up a kid-friendly mule for a ride into the Grand Canyon, step into a pristine hot air balloon gondola, and explore buildings of the “Old West.” Then activate a rotating Ferris wheel as you learn about why the Lonestar State is known for its state and county fairs.

Western Region
Guide a dog sled through the Iliad in Alaska, and then warm up for a spell by hopping into a kid-sized convertible for a cruise through sunny California. Perform a Hawaiian dance, try to traverse Mount Rainier, and use a constellation guide to search for stars.

Trivial Pursuit®: A 50-State Adventure remains on view through May 10. The exhibit was created by the Betty Brinn Children’s Museum in collaboration with Hasbro, Inc. Trivial Pursuit® is a trademark of Hasbro and is used with permission. 1989, 2015 Hasbro, Parkwood, IL 02860-1261 USA. All Rights Reserved.

Back by Popular Demand—Boardwalk Arcade

Saturday, May 30–Monday, September 7

Step right up! Celebrate arcade amusements in all their beeping, blipping, vibrant glory at Boardwalk Arcade—a favorite summertime exhibit opening May 30. Step into a scene reminiscent of 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. Laugh at your distorted reflection in sily fun-house mirrors and then step right into an oversized beach cut-out for an unforgettable photo op. Play classic carnival games and challenge yourself on redemption games such as Skee Ball and Hoop Fever. Win tickets and use them to collect prizes.

More contemporary amusements add to the fun, including Temple Run, Batman Whade-a-Villain, and Jetpack Joyride. Also enjoy an opportunity to play on historic video arcade machines including Star Wars: The Empire Strikes Back (1985), Smash TV (1990), and NBA Jam (1993). Test your flipper skills on classic pinball machines such as The Incredible Hulk (1979), Fun-House (1990); Back to the Future (1990); and the amazing Hercules (1979), the world’s largest commercial pinball machine.

View artifacts from The Strong’s renowned collections that evoke the history of carnivals and beachside resorts.

Now to Boardwalk Arcade this summer is Racers: The Thrill of Driving Games remain on view through September 7.

Boardwalk Arcade and Racers: The Thrill of Driving Games are produced by The Strong’s International Center for the History of Electronic Games. Media sponsor: Democrat & Chronicle.

Opening Weekend Saturday & Sunday, May 30 & 31

Discover a carnival of delights as Flower City Vaudeville presents unique “pop-up” circus acts.

Joey and Johnny, the Ninjas

Joey and Johnny are best friends, but they are utter opposites. Joey follows the rules, but Johnny would rather not. Joey is deliberate. Johnny flies by the seat of his pants. Joey is serious. Johnny carries a clown hammer. But there is one thing the duo has in common. They are both ninjas.\n
Leap into Joey and Johnny’s humorous world filled with ninjas, giant monsters, space aliens, and flyingmobiles at the Joey and Johnny, the Ninjas exhibit now open at The Strong. The exhibit—based on the illustrated Joey and Johnny, the Ninjas novel series by local artists and writers Chris Pallace and Kevin Serwacki—includes original artwork, photo opportunities with characters Joey and Johnny, and tips about how to create a book.

View replica ninja weapons, along with their toy counterparts from The Strong’s collections; ethereal, paper lanterns; and a 2-D relief of a Japanese archway. View replica ninja weapons, along with their toy counterparts from The Strong’s collections; ethereal, paper lanterns; and a 2-D relief of a Japanese archway.

On April 3 from 11 a.m. to 4 p.m. only, meet authors Pallace and Serwacki, receive writing and drawing tips, watch a martial arts demonstrations, and meet a real ninja.

The exhibit remains on view through May 10, 2015.
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—Iron Man rockets in on Saturday from 11 a.m. to 2 p.m. and 3 to 6 p.m. and Spider-Man swings in on Sunday, from noon to 5 p.m.

On Saturday and Sunday, visit with PBS Kids' WordGirl until 4 p.m. and check out episodes of the show. Also all weekend long, celebrate with finalists from The Strong's comic book costume contest.

Professional comic book artists will be available to share drawing and writing tips, display art, and sign autographs. Then enroll in Hero Training School where you can improve your 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.

Drop into the American Comic Book Heroes: The Battle of Good vs. Evil exhibit and climb up the side of a skyscraper, journey through the golden age of comic books through early comic book art, and more.

Superheroes Weekend
Saturday & Sunday, April 11 & 12

What Were They Thinking?
Wednesday, April 1–Tuesday, June 30
Explore some of the oddest, wackiest, and most puzzling toys of all time in the What Were They Thinking? display opening April 1 near The Strong Express Train. View head-scratching artifacts from the museum's collections—including the Daddy Saddle, engineered for a child to turn a parent into a human pony; the Big Time Nose Around ring toss, which uses the sharp features of former President Richard Nixon to catch the ring; and Jarts lawn darts, barbed projectiles banned in 1988 by the Consumer Product Safety division.

Discover the Digital Sandbox
Saturday, April 25, 11 a.m.—4 p.m.
Sunday, April 26, 1–4 p.m.
Imagine, design, and construct during a weekend inspired by online virtual communities such as Minecraft and Terraria, popular with school-age children. Come in costume, make a craft, create worlds with building bricks, and more. On Saturday only, attend theatrical performances by Allendale Columbia School students at 11 a.m. and 2:30 p.m. that are inspired by the unofficial Minecraft book The Quest for the Diamond Sword.

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Storytime Club
Celebrates the joy of reading. Hear children's stories on select Mondays at 10:30 and 11:30 a.m.

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.

April 13: Animal Pals
Have fun with animal-themed imaginative play, books, and creative arts.

May 11: Garden Science
Explore the wonder of nature with songs, stories, and hands on activities.

June 8: Let's Move, Let's Play
Join in fun exercise and games that promote healthy play and eating.

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June 8: Let's Move, Let's Play
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Klutz® School-Break Week
Through Sunday, April 5
Creativity shines during Klutz School-Break Week. Twist and turn pipe cleaners of all sizes into caterpillars, dragons, and anything else your imagination can dream up. Fashion paper airplanes to soar through the sky and create unique artwork using your fingers and an ink pad. Check out Klutz craft books including Twisted Critters, Klutz Book of Paper Airplanes, and Klutz: The Most Amazing Thumb Doodles Book in the History of the Civilized World. Don't miss a special appearance by pipe-cleaner artist Gil Merritt on Saturday, April 4 from 11 a.m. to 4 p.m.

Materials for school-break week generously provided by Klutz.

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Play Time - Spring 2015
www.museumofplay.org

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Buggy Bonanza
Saturday, May 16, 11 a.m.–3 p.m.
Unearth the fascinating world of bugs and plants. View bug specimens and unusual flora, talk with entomology experts, and play nature-inspired games. Learn about bees with experts from Sweet Beez and view a large observation hive.

Enjoy half-price admission to Dancing Wings Butterfly Garden (Limited quantity. Timed tickets available for purchase at the museum admission desk.)

Special Showing: Love, Shirley Temple. Movie Costumes, Dolls, and Childhood Memorabilia from Her Personal Archives
Thursday, April 30–Sunday, May 3
Be among the first to view rare memorabilia from the life of American icon Shirley Temple when the Love, Shirley Temple: Movie Costumes, Dolls, and Childhood Memorabilia from Her Personal Archives display kicks off its nationwide tour at The Strong on Thursday, April 30.

“Shirley Temple had a huge impact on American society, and her life inspired a host of dolls, toys, and other keepsakes,” says Chris Bensch, vice president for collections at The Strong. “We are honored to be chosen as the first venue to display these unique items and to have the chance to tell this important story about childhood and play.”
The display, sponsored by Theriault’s, includes dozens of objects from Temple’s early life and from her years as America’s sweetheart, such as original costumes used in her Hollywood films, dolls from her personal collection, and childhood gifts from other artists and actors spanning her classic years from 1928 to 1941.

The display is sponsored by Theriault’s.

Brazilian Folktales
Saturday, May 2
Explore the ancient culture, humor, and wisdom of Brazil. Be enchanted by folktales performed live on stage by the Genesee Community College Forum Players Theatre Ensemble at 11 a.m. and 1 p.m. And enjoy folktale-inspired contemporary music performed by Eastman School of Music’s OSSIA New Music group.

Fashionistas Weekend
Saturday, June 13, 11 a.m.–4 p.m. Sunday, June 14, 1–4 p.m.
Calling all Fashionistas! Transform yourself into a runway model with glamorous outfits and consult with Kiki, The Strong’s fashion guru extraordinary. Need an accessory? Design your own crazy hat. Show by the styling salon to give Barbie a new hairdo and check out a display of Barbie and other fashion dolls to see how styles have changed over the years.

Traveling Over Spring Break?
Thanks to The Strong’s partnership with the Association of Children’s Museums, Patron members receive discounted admission to more than 200 children’s museums across the United States and Canada. This is an incredible way to experience other museums while saving on the admission fee. Visit childrensmuseums.org for a list of participating museums.

Patron members also receive four general museum admission tickets and four tickets to Dancing Wings Butterfly Garden—a $70 value for only $41 more than the cost of a Basic membership. Ask about upgrading your membership at the museum admissions desk or call 585-263-2700 x254.

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**The Strong Launches the World Video Game Hall of Fame**

Launched in February, The Strong’s World Video Game Hall of Fame recognizes individual electronic games of all types—arcade, console, computer, handhelds—and multimedia titles that have enjoyed popular appeal over a sustained period and have exerted influence on the video game industry or on popular culture and society in general.

*Through The Strong’s International Center for the History of Electronic Games (ICHEG), the museum preserves and interprets a growing collection of more than 55,000 video games and related artifacts, plus an extensive array of personal papers and corporate records that document the history of video games,* says ICHEG Director Jon-Paul Dyson.

*These unparalleled resources uniquely qualify The Strong to launch a World Video Game Hall of Fame that identifies and celebrates the most important games of all time.*

**Finalists for the inaugural induction into the World Video Game Hall of Fame will be announced in April. Inductees will be selected on the advice of a national advisory committee based on the criteria of icon-status, longevity, geographical reach, and influence.*

Learn more at worldvideogamehalloffame.org

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**Research Fellowships Awarded**

During 2014, The Strong’s research fellowship programs provided financial support for 14 scholars from throughout the United States and Canada to conduct research on-site among the museum’s unparalleled collections of books, publications, play-related records, and historical archives documenting the history of play and playthings.

Already in 2015, The Strong has welcomed fellowship recipients Danvin Mennear, an independent games historian, who researched the North American video game industry crash of 1983, and Lane Noonan, a postdoctoral associate at New York University, who examined materials to inform an upcoming book about the social history of computer game company Sierra On-Line and its co-founders, Ken and Roberts Williams.

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The Strong and Academy of Interactive Arts and Sciences Form Partnership

The Strong and the Academy of Interactive Arts and Sciences (AIAS) of Los Angeles, California are partnering to develop an interactive exhibit at The Strong museum. The exhibit—scheduled to open in late summer 2015—will recognize outstanding achievements in the interactive arts and sciences and showcase recipients of the Academy’s Design, Innovation, Communicate, Entertain (D.I.C.E.) Awards and its Special Awards.

The Academy of Interactive Arts & Sciences is a not-for-profit organization with more than 30,000 members, including Facebook, Electronic Arts, Microsoft, Sony, Nintendo, Warnermedia, Bethesda Game Studios, Ubisoft, Valve Software, GREE, Gearbox Software, Nexon, Insomniac Games, and others.

“The Strong and AIAS have a shared interest in preserving the cultural history of video games, including their design, development, and their impact on society,” says G. Rollie Adams, president and CEO of The Strong. “This partnership allows The Strong to provide museum guests, researchers, scholars, and others a new, interpretive museum experience that includes a cohesive narrative about AIAS’ industry honors—a number of whom have donated their work to The Strong for archival and exhibition purposes, among them: Ralph Baer, Will Wright, Bill Budge, and others.”

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**New Collection Sheds Light on Dollhouses and Play**

The Strong has acquired the personal reference library of Flora Gill Jacobs (1918–2006), an international authority on dollhouses and miniatures, and founder of the former Washington Dolls’ House and Toy Museum. The collection, donated by her daughter Amanda, includes nearly 300 international reference books, dollhouses and toy manufacturer trade catalogs, 19th-century periodicals, and children’s books. Also included is a personal copy of each of Jacobs’s published books and her personal papers related to dollhouses and to the Washington Dolls’ House and Toy Museum, which closed in 2004. These items uniquely illuminate the subjects of dollhouses, play, dolls, toys, and crafting of miniatures from the mid-19th century through the 2000s. Some materials are in French, German, Italian, and Japanese.

The Flora Gill Jacobs Reference Library and Papers (1972-2010) complement and enhance the broad range of play-based materials residing in The Strong’s Brian Sutton-Smith Library and Archives of Play. The collection offers another window into the many facets of play, its role in learning and human development, and the ways in which it illuminates cultural history.

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**Toy Hall Coverage Reaches Worldwide Audience**

When the National Toy Hall of Fame welcomed its newest inductees—bubbles, little green army men, and Rubik’s Cube—in November, the news made national headlines and sparked conversations all over the globe. The inductees were reported on nearly 1600 times during local television and radio newscasts around the country and were featured prominently in nationally-televised entertainment and news programs including the Today Show, CBS Sunday Morning, Headline News, and the Tonight Show with Jimmy Fallon. More than 5,000 online and print articles appeared in major metropolitan outlets such as the Detroit Free Press (Detroit), Chicago Tribune, Los Angeles Times, New York Times, Wall Street Journal, Washington Post, and USA Today.

The news also appeared on the websites of prominent news organizations, including ABC, CBS, CNN, NBC, and Yahoo News. Social media also created international buzz, and news of the induction on Twitter reached more than 65 million. Posts from CHI, the Wall Street Journal, NPR, the Today Show, Associated Press, and PBS led the way.

**Nominate a Favorite Toy**

Do you have a favorite toy you’d like to see enshrined in The Strong’s National Toy Hall of Fame? The toy nomination season is in full swing and toy lovers across the nation are encouraged to nominate their favorite toys for induction this November. Nomination may be made on site at the hall, at toyhallofame.org, or by mail. Submissions for 2015 must be made by July 31, 2015.

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**Museum Builds Up Tinkertoy Collection through Donation**

Although The Strong’s collection of toys is unparalleled for its comprehensiveness, a recent gift from avid collectors Ann Heuer Lewis and her son David of Evanston, Illinois, greatly enhances the museum’s array of Tinkertoy construction sets—a 1919 induction to The Strong’s National Toy Hall of Fame—and documents the brand’s enduring popularity.

The Anne Heuer Lewis Tinker Toy Collection (1924–1990) is an assemblage of nearly every toy made in the first half of the 20th century by The Tinkers, also of Evanston, Illinois. It included are more than 110 examples of classic Tinkertoy construction sets and 300 examples of other toys manufactured by the company such as craft sets and toys made of wooden beads, games, play sets, pull toys, and other items. The collection contains archival materials such as toy catalogs, brochures and catalogues, gift tags, sheet music, and newspaper and magazine articles chronicling The Tinker and its products. The collection documents the construction toy’s sustained success and enduring popularity and includes examples made by subsequent owners of the Tinker Toy brand including A. G. Spaulding, Questor, Gabriel, Playkool, and since 1994, Hasbro, Inc.

Tinkertoy construction sets were first envisioned by Charles H. Tinker as a tombstone cutter and saloon tool when he died, and his toys after the pencils and empty wooden spoons with which he used to build abstract forms. Tinkertoy’s first appeared in 1924 and are still popular and in production today.

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The Strong Co-Publishes The Handbook of the Study of Play

The Strong, along with Rowman & Littlefield, published The Handbook of the Study of Play in January. The book is coedited by The Strong’s Scott Eberle, vice president for play studies; James Johnson, professor of education at Pennsylvania State University; Thomas Herricks, professor at Elton University; and David Kuschner, associate professor emeritus at the University of Cincinnati.

The Handbook of the Study of Play brings together diverse thinkers across academic disciplines to explore the vital role of play in human development. Throughout, it tackles important questions about educational policy, literacy, fitness, the role of play in brain development, spontaneity and pleasure, well-being and happiness, fairness, and the full realization of the self. Essential reading for scholars of play and for teachers and therapists, the two-volume set also describes how different professions incorporate findings from play theory and research in applied settings.

“Because the museum advocates for recognition of the importance of play in physical, intellectual, social, and emotional development, we are pleased to partner in the publication of The Handbook of the Study of Play, which will be featured in libraries and used in college courses,” says G. Rollie Adams, president and CEO of The Strong. “Prominent thinkers from many disciplines contributed inclusive essays that both describe and define the various fields of play study. In charting major issues in these, these scholars also provide a glimpse of future directions in play scholarship.”

The Strong Welcomes Distinguished Guests

Spil Master’s Anton Rabie, Susie Adelson, and Krista Dillman (left to right) visit The Strong with consultant Nick Pawes. Pictured here in the museum’s library and archives with examples of historic Spil Master toy catalogs.

The Strong Board Adds Trustee, Elects New Officers

The Strong is pleased to announce that Bruce S. Raiffe, president of GUND, a subsidiary of Enesco and the world’s largest manufacturer of plush toys, has been elected to the museum’s Board of Trustees. Raiffe holds a bachelor’s degree in business administration and accounting and economics from The Wharton School, University of Pennsylvania. He lives with his wife in New Jersey.

He was also a director of Solenture, which provides clients with advisory services in the areas of the employee benefits, plan design, and implementation. Raiffe holds a bachelor’s degree in business administration and accounting and economics from The Wharton School, University of Pennsylvania. He lives with his wife in New Jersey. The Strong is also pleased to announce the reelection of Steve Dunbar as chairperson of its board of trustees. Other officers for the 2015 term include Laura Saxby Lynch, vice chairperson; Cecilia Griffin Golden, secretary; Matt Tippie, treasurer; Zeke Duda, assistant treasurer; and Joy Ryan Ploch, Esq., immediate past chairperson.

Woodbury School’s preschool and early kindergarten programs are responsive to the interests of the children. Last year students were inspired to develop a game combining what they had learned about the museum’s live collections and game play. What are students most interested in learning about this year?

This year, each of the four Woodbury School classes has selected a different area for exploration: building and construction of tall structures, underwater life—with many visits to the museum’s Rainbow Reef aquarium, fairy tales, and space travel and the technology that allows for it.

Why is it important that the children select the topic?

The Reggio-Emilia approach to learning is responsive to the interests of the children. When student groups select an area that fascinates them, inquiry is compelling and students delve deeply into their learning.

How do Woodbury School teachers facilitate exploration around the topic?

To date, subject areas have involved learning about underwater life with families.

Carolyn Bloores (right), the formal learning officer at Victoria College, and Professor Susan Vickers, director of the International Center for the History of Electronic Games.

The Handbook of the Study of Play is published three times each year. Read the latest issue free of charge at journalofplay.org. Subscriptions to the print edition may be ordered online or by calling 585-410-6308.

A Glimpse Inside Woodbury School

A Q & A with Director of Education Debbie McCoy and Woodbury School teachers Marilyn Hauer and Cheryl Nicholls.

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Save the Date for the 2015 Play Ball

Mark your calendar now and plan to be part of the fun at The Strong’s fifth annual Play Ball fundraising gala—Friday, October 2, 2015! Look for details about this year’s Play Ball in upcoming issues of Play Time. To view photos from last year’s event, please visit theplayball.org.

Thank you 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 Lisa Feinstein, vice president for institutional advancement at 585-410-8370 or lfeinstein@museumofplay.org.

Thank you to these corporate partners for renewing their memberships:

The Bonadio Group
Chartrand, Jensen Stark Architects, LLP
Hammer Packaging
KeyBank
KPMG LLP

Leave a Lasting Impression on the Museum

The charming handprint tiles that adorn The Strong’s entryway walls serve as a lasting memento of the enjoyment of the museum and of parents, grandparents, and others’ financial support of the museum’s quality educational experiences for families and children.

We invite you to leave your mark on The Strong by purchasing a handprint tile for your child or grandchild. Museum members may purchase tiles for $150 each, and a portion of each handprint purchase is tax deductible. Each tile includes one child’s handprint, name, and age in one of five available colors.

For more information, contact Audrey Bloch, institutional advancement services coordinator, at 585-410-6546 or abloch@museumofplay.org.

Funding Helps Deliver Play-Based Program for Kindergarteners

The Strong announced a partnership with Rochester City School District’s Francis Parker School (No. 23). The project, which began in November 2014 and runs through April 2015, provides 12 educator-led, play-based museum learning experiences for more than 40 kindergarten students.

Students work with The Strong’s educators in small groups to pursue projects and activities related to the museum’s exhibits and collections. The program is generously underwritten by JPMorgan Chase.

Halls of Fame Project Awarded Major Funding

Federal and state agencies recently awarded The Strong grant funds to help support evaluation and design and fabrication activities for the upcoming Toy Halls of Fame exhibit on the museum’s second floor. This funding includes a $500,000 challenge grant from the National Endowment for the Humanities and $420,000 from New York State’s Empire State Development Corporation and the NYS Division of Tourism. The state grant is part of Governor Andrew Cuomo’s Regional Economic Development Council initiative.

Opening in September, the newly renovated 5,000-square-foot Toy Halls of Fame exhibit will showcase The Strong’s National Toy Hall of Fame (which focuses on toys) and the Toy Industry Association’s Toy Industry Hall of Fame (which focuses on toy makers).

Highly interactive play environments, multimedia presentations, touch-screen interactive activities, artifacts, and historical documents will position the inductees of both halls in the broad cultural context of play and its impact on the social and cultural history of everyday life.

“This project will provide a dynamic, engaging, and enriching experience that will ignite children’s imaginations and creativity. Historically, toys have been quite significant in allowing children to access their imaginations. At The Strong, we provide a physical and educational place of life where kids can have fun and be creative,” says Bernard. “Play is important to our society. It’s a part of our daily lives and includes some of the most important social skills.”

Museum Supporters Make Play A Priority

Lisa and Bernard Birnbaum believe in the power of play. “My theory is that if you’re not getting dirty, you’re not having fun,” says Lisa with a laugh. A mother of two, a preschool teacher, and a fitness instructor, Lisa values imagination and creativity. “When kids use their imaginations, they are expanding their minds and defining how they want to play,” she explains.

The Birnbaums also believe that play is a great way for adults to socialize and learn from one another. “It’s important not to let the pace of life keep you from having fun and doing the things you enjoy,” says Bernard. “We try to find ways to play instead of sitting around and watching TV all the time. We play a lot of board games and host gaming parties to encourage our friends to have fun.” Some of the couples’ favorites include strategy games such as Werewolf, Carcassonne, Suspend, and Ticket to Ride.

With a firm belief in the importance of play and a love of games, the Birnbaums are proud to be members at The Strong.

“When we had our son Lucas, we took him for his first birthday.” Lisa recalls. “And now we’re raising our daughter Charlotte too.”

Bernard adds.

“But not all of Lisa and Bernard’s fondest memories at The Strong involve their children. “I think the best thing that we’ve done at The Strong so far is a tour of collections storage at last year’s Museum Secrets event,” says Lisa. “It was so cool to see how big that space is and how much great history and how many amazing toys the museum has acquired.”

For the Birnbaums, supporting The Strong is an investment in a community that means a lot to their family. In the early 1990’s, Bernard’s grandfather Bernhard established the groundwork for what would evolve into their family business. “He bought 20 or 30 bowling alleys throughout New York,” Bernard explains, “and that’s where the business started.”

Today, Bernard works alongside his father Jay, and he and Lisa are proud to be raising their children, Lucas and Charlotte, as sixth-generation Rochesterians. That’s another reason why they support The Strong.

“The Strong is important to Rochester. We’ve been to museums and attractions throughout the country and nothing compares to The Strong and support the museum. There is something for everybody.”

To join Lisa and Bernard in supporting The Strong, visit museumofplay.org/support to make a secure online donation.

To learn more about The Strong Play Makers email Lisa Feinstein at lfeinstein@museumofplay.org.
Ninja Maze

Make your way through Joey and Johnny’s mysterious ninja maze. When you’ve reached the inside of Johnny’s wacky hammer, your mission is complete! Learn more about the Joey and Johnny, the Ninjas exhibit on page 3.

Flora and Ulysses

by Kate DiCamillo

A self described “cynical” girl who reads superhero comics and an unassuming squirrel who may have super powers are only two of the zany characters in the 2013 Newbery award winner. (Shelved in the Fantasy section)

Make Way for Ducklings

by Robert McCloskey

Spring is a time of change with new blooms and warmer weather. Mr. and Mrs. Mallard want a new place to live and raise a family. After visiting several areas, they find a perfect island—safe, secluded, but near the Boston Public Garden. This magically illustrated Caldecott award recipient tells of the adventures of eight well-behaved ducklings in their new home. (Shelved in One History Place.)

Ashley Bryan’s Puppets

by Ashley Bryan

Have you ever walked along a trail, on a beach, or down a sidewalk and found something unusual? This unique, colorful book combines puppetry, poetry, and photography to bring new life to found objects. (Shelved in Kid to Kid.)

Through Spring, May 3

Love, Shirley Temple. Movie Costumes, Dolls, and Childhood Memorabilia from Her Personal Archives

Be among the first to view rare memorabilia from the personal collection of American icon Shirley Temple at the kick-off celebration of its nationwide tour. (Shelved in the Fantasy section of Reading Adventureland.)

Find Your Way through Joey and Johnny’s Mysterious Ninja Maze

Make your way through Joey and Johnny’s wacky hammer, your mission is complete! Learn more about the Joey and Johnny, the Ninjas exhibit on page 3.
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.

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

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