Racers: The Thrill of Driving Games

Page 3
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. Play a variety of classic carnival games and challenge yourself on redemption games such as Skee Ball, Hoop Fever, and Fishbowl Frenzy. 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.

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What does your future hold? Spin a wheel of fortune to find out. More contemporary amusements add to the fun, including Fruit Ninja, Temple Run, Batman Whack-a-Villian, and Jetpack Joyride. Also enjoy the opportunity to play on historic video arcade machines including, Discs of Tron (1983), Star Wars: The Empire Strikes Back (1985), Smash TV (1990), NBA Jam (1993), Prop Cycle (1990), and The Ocean Hunter (1998). Test your flipper skills on pinball machines such as The Incredible Hulk (1979), FunHouse (1990), Back to the Future (1990), Emerald City Limited Edition Wizard of Oz (2013), and the amazing Hercules (1979), the world’s largest commercial pinball machine.

See rare arcade and pinball machines from The Strong’s renowned collections such as the World War II-era anti-aircraft machine gun game, Sky Fighter (1940), and Humpty Dumpty (1947), the first pinball machine with flippers. Also on display are artifacts 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.

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Boardwalk Arcade remains on view through September 7.

Boardwalk Arcade is produced by The Strong’s International Center for the History of Electronic Games®. Some games in Boardwalk Arcade can be played freely, but some may require purchased tokens. Money collected from the sale of tokens helps maintain these original artifacts.
High-Tech Toy Halls of Fame Exhibit Opens September 19

The much anticipated Toy Halls of Fame exhibit, opening September 19, brings The Strong’s National Toy Hall of Fame® and the Toy Industry Association’s Toy Industry Hall of Fame together in a cutting-edge, state-of-the-art museum installation that recognizes iconic toys and the people who make them. The exhibit features toy inductions such as Big Wheel, Monopoly, and Rubik’s Cube alongside an exhibit featuring dozens of toy industry luminaries such as Walt Disney, George Lucas, Jim Henson, and Ole Kirk Christiansen (creator of LEGO). Throughout the exhibit, guests learn through play as they discover five interactive, themed areas—imagine, create, build, move, and compete—and corresponding toys beloved by generations.

Climb the dramatic exhibit staircase across from a giant, oval window decorated to look like a checker board. On the ascent, marvel at LED lights dancing overhead and view a gallery of 21 portraits of classic toys, some that move and interact with guests in humorous ways. Then marvel at a digital Jack-in-the-Box that displays animated toy characters from the National Toy Hall of Fame, including Barbie, G.I. Joe, and Mr. Potato Head. On the staircase landing or from above it, use cranks, pulleys, and cords to interact with an oversized kinetic toy sculpture made up of building blocks, balls, a toy race track, and more. A 20-foot wide mobile hanging over the atrium beckons to be manipulated and rotated by one of three air cannons. Step up to the 20-foot bubble tower and create virtual bubbles that can be moved and popped by motion-capture technology. Put your face or classic toys into the bubbles—or even create a dramatic bubble vortex!

Orchestrate a dazzling music and light show with the Crayon Piano, made up of eight oversized crayons that invite guests to mix colors and sound. Next, pose in front of an oversized Etch A Sketch for a virtual portrait that can be shared with friends and family.

At the rear of the exhibit, use Kinect motion control to play with classic toys and crayon easels in a 24-foot virtual playroom. Up to 12 guests can simultaneously interact with four characters, six toys, and two easels. After playing with a toy, watch as it tidily tucks itself back into its original position in the playroom.

Learn about the toys in the National Toy Hall of Fame and luminaries in the Toy Industry Hall of Fame at two 10-feet-tall by 14-feet-long kiosks featuring touch screen monitors with in-depth biographical background information about each inductee. Then scroll through a timeline of significant events in toy history. After, challenge family and friends to a series of computerized questions about the toys and toy luminaries in the National Toy Hall of Fame and Toy Industry Hall of Fame.

The Toy Halls of Fame is produced by The Strong in cooperation with the Toy Industry Association. This project is supported by New York State’s Economic Development assistance to NY CEOP (Council of Tourism under Governor Andrew Cuomo) and Regional Economic Development Councils in various regions of New York State. Additional grant funding provided by the National Endowment for the Humanities. Made possible in part by:

Matti: B. Friedman
Funrise Toy Corporation
Hasbro Children’s Foundation
The Maccabee Foundations
LEGO Systems Inc.
Mattel Children’s Foundation
Pressman Toy Corporation
Bausch & Lomb
Toys"R"Us, Inc.

Illustration of the expansive Kinect playroom in the new Toy Halls of Fame exhibit.

Toy Halls of Fame Exhibit Opening Celebration
Saturday, 11 a.m. to 4 p.m.

Come in costume and celebrate the grand opening of the state-of-the-art Toy Halls of Fame exhibit! The Toy Halls of Fame Exhibit Opening Celebration with feature festive music, family entertainment, and exciting games. Be one of the first to explore the new exhibit!

Play a game of chance and win prizes such as free train rides, bubbles, rubber ducks, jump ropes, crayons, and more. Meet and take photos with life-sized versions of classic toys. Put on your dancing shoes and enjoy energetic music and dance parties all weekend long. Once each hour on the hour, the dance party will be interrupted for a “Ten Minutes of Play” featuring a different toy from the National Toy Hall of Fame.
Come in costume and enjoy delightful themed activities each week all summer long including character meet and greets, arts and crafts, imaginative play, and story readings.

Monday, July 6–Friday, July 10
Swashbucklers and Scallywags
Discover an ocean of adventure as you learn to talk like a pirate, create a sea captain’s hat or mini treasure chest to take home, and more. Walk the plank and swing the deck to collect a piece of gold from the treasure chest and more. On Monday, Wednesday, and Thursday only meet Olympic fencer Iris Zimmermann between 11 a.m. and 2 p.m. and watch high-energy fencing demos and try on gear.

Monday, July 13–Friday, July 17
Fairies and Elves
View an award-winning display of fairy houses from the Corn Hill Arts Festival Fairy Houses Tour, make a pixie-themed craft, try on butterfly wings, and more. Meet a woodland fairy or elf from 11 a.m. to 3 p.m. each day. Enjoy half-price admission to Dancing Wings Butterfly Garden. (Limited quantity. Timed tickets available at the museum admission desk.) On Monday only from 11 a.m. to 1 p.m., meet Fairy Houses author Tracy Kani.

Monday, July 20–Friday, July 24
Wild, Wild West
Ride in for a wild west adventure. Saddle up at Rodeo Rosie’s Ranch, sift for gold, search for outlaws, and listen to campfire stories. (Groom the stable horses, make a paper cowboy hat or sheriff badge, and more)

Monday, July 27–Friday, July 31
Super Sleuths
Hone detective skills, investigate a crime scene, and try to find the culprit. Make a disguise, try to crack a code, and vote for your favorite villain. (Grocery the stable horses, make a paper cowboy hat or sheriff badge, and more)

Monday, August 10–Friday, August 14
Storybook Stars
Come dressed as a storybook character and meet a star from your favorite literary classics each day such as Rapunzel, Little Red Riding Hood, or Alice from Wonderland from 11 a.m. to 3 p.m. Listen to stories read aloud and make fairy-tale puppets to put on a puppet show.

Monday, August 17–Friday, August 21
Jugglers and Jokerskets
Enjoy silly strolling and ‘pop-up’ entertainment by Flower City Vaudeville. Learn to juggle, make a joke book, and craft a jester hat.

Monday, August 24–Friday, August 28
Dancing with The Strong
Get grooving with dance and movement activities. Make a rainbow dancing stick to take home. On Monday only, watch a live performance by A Moving Earthworld, the Arc of Monroe County’s modern dance troupe.

First Class Inducted into the World Video Game Hall of Fame

In June, The Strong’s World Video Game Hall of Fame welcomed its first class—Pong, Pac-Man, Tetris, Super Mario Brothers, DOOM, and World of Warcraft. The six inductees span multiple decades, countries of origin, and gaming platforms, and all have significantly influenced the video game industry, popular culture, and society in general.

By most accounts, Pong (1972) launched the video game industry and introduced millions to the joys of playing video games. Its tennis-style game play was easy to understand, and although it was not the first electronic game, it was the first to grab wide-scale public attention.

In 1980 Pac-Man propelled video games forward as a mass cultural phenomenon and became the best selling arcade video game ever. Since then, Pac-Man and its many variations and sequels have munched their way into countless arcades, homes, and new digital spaces.

Programmed in the Soviet Union in 1984, the simple puzzle game Tetris has traveled to every corner of the globe, selling hundreds of millions of copies across a variety of platforms. It’s become such a cultural icon that the game has even been projected on the sides of buildings, grace the skylines of cities around the world.

Created by legendary game designer Shigeru Miyamoto, Super Mario Bros. jumped onto the scene in 1985 and quickly became one of the most recognizable games ever. (A survey of American children in the 1990s discovered that more children recognized Mario than Mickey Mouse.)

Super Mario Bros. held the title of the best-selling video game of all time until 2006, and its popularity led to numerous sequels and successors.

DOOM exploded onto the video game landscape in 1993 and helped shape the course of gaming history by introducing the idea of a game’s “engine,” (separating the game’s basic functions from other aspects, such as art work) and encouraging multiplayer interaction. DOOM was a commercial success, but its most important legacy is the impact it had on the form, function, feel, and perception of so many first-person shooter games that followed.

By bringing tens of millions of people together in a compelling virtual universe, the youngest inductee, World of Warcraft (2004), has reshaped the way people think about their online lives and communities. While not the first of the games known as “massively multiplayer online role-playing games,” it holds the distinction of being the largest and best-selling ever. Since its inception, more than 100 million paid accounts have been created, and it remains popular in nearly every region of the world.

Pong, Pac-Man, Tetris, Super Mario Bros., DOOM, and World of Warcraft entered the hall at a special ceremony at The Strong on June 4, 2015.
The Strong and Japan’s Ritsumeikan University Form Partnership

The Strong and the Center for Games Studies and Art Research at Ritsumeikan University in Kyoto, Japan, have formed a partnership to collaborate in the study of video game history and in efforts to preserve them.

“There’s great synergy between The Strong’s International Center for the History of Electronic Games (ICHEG) and Ritsumeikan’s Center for Game Studies and Art Research in exploring the space of video game preservation,” said Jon-Paul C. Dyson, director of The Strong’s ICHEG. “Japan is also home to a rich history of video game culture and pioneering companies such as Nintendo, which allows for a cross-cultural exchange of ideas about how best to chronicle and conserve this important history.”

The partnership will include possible exchanges of faculty and professional staff; collaborative research projects; joint conferences; and cultural programs. The museum and Ritsumeikan will also work together on an exhibit celebrating the 30th anniversary of the Nintendo Entertainment System, slated to open at The Strong later this year.

Co-op Students Aid Preservation Efforts

As part of an ongoing partnership with Rochester Institute of Technology, co-op students from the museum’s volunteers help preserve video game history in a variety of ways. On board for the spring 2015 semester was game design student Shivam Rawal (2015), pictured here with Jeremy Saurer, assistant director of The Strong’s International Center for the History of Electronic Games.

The Strong’s AP Conference Hits 25th Year

In March, The Strong welcomed more than 900 students from 21 area high schools to the 25th Annual Advanced Placement American History Conference titled “Cold War America.” Presenters from Nazareth College; State University of New York campuses at Brockport, Buffalo and Fredonia; and The Strong offered insightful seminars that explored the political, social, and cultural history of the United States during the Cold War.

Nominate a Favorite Toy for Toy Hall Induction

Do you have a favorite toy you’d like to see enshrined in The Strong’s National Toy Hall of Fame? The hall of fame is made possible through donations from those whose play experiences have left a lasting impression. The hall presently enshrines 40 toys and is seeking nominations for its November 2015 induction ceremony.

Read more about the hall of fame and the nomination process at toyhalloffame.org or by mail. Submissions for 2015 must be received by July 31, 2015. To date, 56 toys have earned a place in the National Toy Hall of Fame. Visit toyhalloffame.org to learn more about past honorees.

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The Strong has received a collection of nearly 100 Greyhound bus models that span the 1930s to present day. The models are part of a large collection by Harvey Simmons of Canandaigua, New York, and also includes about 100 Greyhound-related photos and ephemera that are not toys, such as clothing—a uniform worn by a driver in the 1930s and 1940s and service—and personal gear including buttons and pins, luggage tags, matchbooks, maps, postcards, and advertisements from large-format magazines like Saturday Evening Post. Little is known of how Simmons came to own and display his Greyhound memorabilia. It is a significant collection, representing one of the oldest American bus lines. It is also a collection of memorabilia that illustrates Americans’ fondness for leisure travel and taking vacations, says Chris Bensch, The Strong’s vice president for collections.

Donation Establishes New Fellowship Program, Supports Collections Activities
Louis Marx & Company, Arcadia, Tootsietoy, Buddy L, L. C. Chad & Co., Keystone, Mattel, Sun Rubber, and Ent! also represented toy buses from international toy companies such as Corgi, Junior, Lledo, and Matchbox from England; KTS, Marusan, Cranston, and LineMar from Japan; and a number of more modern toys made in Hong Kong and China. Represented among the items are models of vehicles that Greyhound used to transport visitors around the world. The Strong’s vice president for collections, Chris Bensch, explains The Strong’s interest in the Greyhound bus model collection in the following statement: “The Harvey Simmons Greyhound Bus Collection represents not just the play and playthings of youngsters enthralled by bus transportation, it also signifies Americans’ fondness for leisure travel and taking vacations.”

Next Trustee, Honorary Trustee Named
At its April meeting, The Strong’s Board elected Kevin McDonald, JD, EdD, vice president and associate provost for diversity and inclusion at Rochester Institute of Technology, as its new honorary trustee. “Kevin’s experience in leading the university’s diversity initiatives, specifically on broad issues of recruitment, retention, and engagement of diverse faculty, staff, and students will add tremendous value to our board,” said The Strong’s vice president and CEO Fred Shroyer. Prior to joining Rochester Institute of Technology, McDonald served at Virginia Tech, George Mason University, and the University of Maryland, College Park. He holds a degree in law from The Ohio State University and a doctorate in education from the University of Rochester. He lives with his wife and two children in Brighton, New York.

Additionally, the gift provides support for improving the online accessibility of materials related to jigsaw puzzle history and for the digitization of library and archives material related to jigsaw puzzles—activities that enhance research opportunities for both on-site and online users of The Strong’s art resources.

“Preserving jigsaw puzzle history is essential, but these resources and artifacts become even more meaningful when they are easily accessible,” said Christopher Bensch, The Strong’s vice president for collections. “We’re grateful that Anne Williams’ donation will advance all types of puzzles.”

New Trustee, Honorary Trustee Named
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The Strong is also pleased to announce that retiring trustee James H. Norman, president and CEO of Action for a Better Community, has been elected honorary trustee. Norman served on The Strong’s board from 2000 to 2015, including three years as vice chair and six years as chair of the personnel committee. During his tenure, Norman participated in and contributed importantly to the number of expansion initiatives including its transition to an institution devoted solely to the study of the critical role of play in learning and human development and its 2006 expansion.

“Throughout his years serving on the board of trustees, James Norman demonstrated his enthusiastic support for the museum,” said Steve Dubnik, chairperson of the board. “He provided invaluable experience, perspective, and leadership in ways that intelligently served the interests of both the staff of the museum and the institution itself.”

The Strong Welcomes Distinguished Guests
Paul Hildibrandt (middle), senior software engineer at Wegmans Super Kids Market and interactive exhibit designer, tours The Strong with his son, Josh (left), and The Strong’s Jon-Paul Dyson. (right)."}

The Strong Thanks Volunteers
In May, The Strong recognized its volunteers for their dedicated service. Collectively in 2014, the group logged nearly 2,500 hours of work. Volunteers assisted the Collections and Marketing Teams, and worked in the Brian Sutton-Smith Library and Archives of Play, Dancing Wings Butterfly Garden, and International Center for the History of Electronic Games teams.

Nine of the 15 volunteers attended the recognition luncheon in May. Pictured in the back row are BB Tribesham, Saturnu Hasekawa, Linda Sedlacek, Glenna Gates, Luigi Guarnaccio, and Chris Hoffman. In the front row are Alice Sangal, Marilyn Hamilton, and Valerie Young.

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When Director of Exhibits Fred Shroyer started his career at The Strong more than 35 years ago, he worked on an exhibit titled Yesterday’s Playthings, dedicated to favorite toys and dolls. Throughout the next three decades, he managed more than 200 exhibits on topics ranging from family life in America and World War II to ice cream and Jell-O. His exhibit work eventually came full circle, and he experienced firsthand the evolution of The Strong into the only museum in the world dedicated to exploring the world of play. Fred retired from the museum in May, and his last major project—Build, Drive, Go—opens in December 2015.

“When any of The Strong’s guests walk through the museum, they can see a wide array of Fred’s organizational skill and meticulous attention to detail in exhibits such as Reading Adventuredland and Vgogmans Super Kids Market,” says Jon-Paul Dyson, the museum’s vice president for exhibits. “Throughout his career, Fred has earned the respect and admiration of his peers, and for the digitization of library and archives material related to jigsaw puzzles—activities that enhance research opportunities for both on-site and online users of The Strong’s art resources.

“Preserving jigsaw puzzle history is essential, but these resources and artifacts become even more meaningful when they are easily accessible,” said Christopher Bensch, The Strong’s vice president for collections. “We’re grateful that Anne Williams’ donation will advance all types of puzzles.”

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Nine of the 15 volunteers attended the recognition luncheon in May. Pictured in the back row are BB Tribesham, Saturnu Hasekawa, Linda Sedlacek, Glenna Gates, Luigi Guarnaccio, and Chris Hoffman. In the front row are Alice Sangal, Marilyn Hamilton, and Valerie Young.
Out and About
Scott Eberle, vice president of play studies, attended two conferences in the spring. UCLA’s annual interpersonnel neurobiology conference titled Play, Creativity, Mindfulness & Neuroscience in Psychotherapy and the 2015 annual meeting of the National Council on Public History in Nashville, where he participated on a panel.

In April, Beth Lathrop, director of libraries, attended the MANY (Museum Association of New York) Conference in Corning and hosted a meeting of the Rochester Area Special Collections, Archives, and Libraries at The Strong. In August, Lathrop will travel to the Society of American Archivists Annual Meeting in Cleveland.

Director of Public Relations Shane Rhinewald joined Visit Rochester’s Visitor Industry Council’s steering committee and was named chair of its Social Media by the Numbers Committee for 2015. In April, Rhinewald and Kim Kⵍ.skip4r, senior director of communications and marketing associate, delivered a talk on museums and social media usage to a Museums in American Culture class at Skidmore College in Saratoga Springs, New York.

Senior Vice President for Guest and Institutional Services Kathleen Dangler attended the 7th Annual Birvana Summit on Child Abuse in April at the Rochester Riverside Convention Center.

Director of Conservation Carrie McNeal attended the American Institute for Conservation’s Annual Meeting in Miami in May.

In June, Suzanne Seldes, vice president for marketing and communications, was elected for another three-year term to the Council of Rochester’s Board of Directors.

In August, Chris Bensch, vice president for collections, will present “Dolls, Daiks, and Earth Vader: The Lastat from the National Toy Hall of Fame” at Fandemicon: Toy Halls of Fame exhibit and the on-site workshops where The Strong’s interactive exhibits are designed and built.

The Strong is pleased to introduce Crisandra Harrison as its new director of annual giving and donor relations. In May, Harrison began working for The Strong to further cultivate and grow support for The Strong from individual donors. She looks forward to collaborating with The Strong’s loyal donors and thanking them for their essential annual gifts of support.

Prior to joining The Strong, Harrison worked for the University of Rochester for eight years, where she most recently served as Associate Director of Reuinion Giving Programs. Harrison is most proud of her efforts to build a culture of philanthropy among University of Rochester’s undergraduates and young alumni. Under Harrison’s leadership, the university achieved record-breaking gift campaigns for the senior class gift and the 5th and 10th reunion programs. This support contributed to the University’s successful $1.2 billion campaign.

Harrison is an alumna of the Simon Business School where she earned her MBA in strategy and marketing.

Harrison is a proud mother of two—Victoria, age three, and Marshall, age one—and longtime member of The Strong. Though working on the museum’s third floor Monday through Friday, she can be found most Saturdays playing with her family in the museum’s exhibits.
Are You a Summer Super Reader?

Don’t lose your reading powers over the summer! Did you know that when students like you participate in summer reading programs they tend to do better back at school in the fall right back against the “summer slide” by joining the Summer Reading Program at the Monroe County Public Libraries. Visit a Monroe County library branch to register for the program or visit summersreadingnys.org for more information.

How to be a reading hero:
• Get a (free) library card at The Strong’s Grada Hopeman Gelser Library Desk.
• Participate in the summer reading program at local libraries.
• Visit a library every week as a family.
• Read every day.
• Talk to children about reading.
• Keep a list of the books your family has read during the summer.

Famous Fiction Word Scramble

Can you work out the right title of these beloved children’s tales—featuring heroes of all shapes, sizes, and species—from the scrambled letters below?

1. ryhar rpteto dan teh errocers’s onste
   ----------- ----------- ----------- -----------

2. conthd’s wibe
   ----------- ----------- ----------- -----------

3. eht nloio, eht ihtwc dna the wdebraro
   ----------- ----------- ----------- -----------

4. ajems dan the tngia aphca
   ----------- ----------- ----------- -----------

5. nuersdatv of uynkerbice rnf
   ----------- ----------- ----------- -----------

New Open!

Boardwalk Arcade
Play contemporary and historic arcade games, win tickets and redeem them for prizes, take a picture at the oversized postcard-out, play with beach toys, and so much more.

Now Open!

Racers: The Thrill of Driving Games
Play your way through the history of driving games and view pioneering racing games from The Strong’s collections.

Saturday, July 4

Museum Closes at 4 p.m.

Monday, July 6–Friday, July 10

Swashbucklers and Scallywags
Walk the plank, create a sea captain’s hat or mini treasure chest to take home, and more.

Monday, August 3–Friday, August 7

Dancing with The Strong
Get grooving with dancing and movement activities and enjoy dance performances by local organizations.

Monday, August 10–Friday, August 14

Storybook Stars
Meet a different literary character—Rapunzel, Little Red Riding Hood, and more—each day from 11 a.m. to 3 p.m. daily. Make your own fairy-tale puppets and more.

Monday, August 17–August 21

Jugglers and Jokesters
Enjoy daily strolling and “pop-up” performances by Flower City Vaudeville. Learn to juggle and make a jibe book to take home.

Monday, September 7

Exhibit Closing
Boardwalk Arcade
Final opportunity to test your skills on contemporary and historic arcade games, win tickets and redeem them for prizes, and much more.

Monday, September 7

Exhibit Closing
Racers: The Thrill of Driving Games
Last chance to play your way through the history of driving games and view pioneering racing games from The Strong’s collections.

Monsters, Inc.

Let’s Go to Work!

Saturday & Sunday, September 19 & 20

Storytime Club
Mondays, September 14, 21 & 28
Storytime Club passport punched.

Saturday & Sunday, September 19 & 20

Toy Halls of Fame Exhibit
Opening Celebration
Celebrate the new, cutting-edge Toy Halls of Fame exhibit and go high-tech with the toys brought by generations. Learn about the toys in the National Toy Hall of Fame and luminaries in the Toy Industry Hall of Fame.
What’s Blooming in The Strong’s Gardens?

Stop by the museum’s outdoor Discovery Garden this summer and build your own fairy house at new, interactive stations that inspire creative play with natural, found materials. Also see a variety of heirlooms and hybrid vegetables, some of which are fed to animals in the Dancing Wings Butterfly Garden® used by Woodbury School students for crafts and educational purposes.

In Dancing Wings Butterfly Garden®, enjoy a variety of hibiscus flowers, bromeliads, orchids, and other flowering tropical plants, as well as giant silk moths, including the Atlas moth—the largest moth species in the world—and African Moon moths which have no mouth parts and do not eat or drink after emerging from their cocoon.

Admission to the Discovery Garden is free. Admission to Dancing Wings Butterfly Garden®: age 2 and older $3, under age 2 free. Entry to Dancing Wings Butterfly Garden is by reservation only. Reservations may be made at the museum’s admissions desk.

Admission rates and Dancing Wings Butterfly Garden fees subject to change. The museum accepts Visa, MasterCard, American Express, and Discover.

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 will close at 4 p.m. on Saturday, July 4.
The museum will close at 3 p.m. on Thursday, September 17.

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
585-263-2700 • museumofplay.org

PLAY TIME
Editor: Kelly Murphy Lucyszyn
Contributing Writers and Photographers: Kim DeLa Porta, Lisa Feinstein, Victoria Gray, Crissi Harrison, Beth Lathrop, Bethany Mosher, Kelly Murphy Lucyszyn, Shane Rhinewald, Suzanne Seldes
Art Director: Niki Kruger, Zimmet Group

Admission to Dancing Wings Butterfly Garden®: age 2 and older $13.50, under age 2 free, museum members free.

General Admission (does not include admission to Dancing Wings Butterfly Garden®): age 2 and older $3, under age 2 free, general admission fee plus $4 for nonmembers; 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.

Limited free parking is available for guests during regular museum hours on a first-come, first-served basis.

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.

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