Play Time

Exhibit Now Open!

Pages 2–3
Play house, heal a teddy bear, and save the world in **Play Pals**, an original exhibit now open on the museum’s second floor.

*Trace the evolution of dolls, action figures, toy soldiers, plush animals, and other toys of the imagination through three centuries of American history and role-play in interactive, themed environments in Play Pals!* Become part of the action in an enormous toy package and pose for pictures dressed like a doll or action figure. Create your own story at the adventure table with toy soldiers, superhero action figures, and ferocious dinosaurs. Move them across dynamic settings including a volcano overflowing with lava, two enemy castles separated by a field, and a modern city brimming with skyscrapers and underground lairs. Then grab a Buzz Lightyear or Mr. Incredible figure, plug it in, and explore the computerized world of Disney Infinity.

Step into a life-size dollhouse and prepare food in the kitchen, dine at the table, and care for a baby doll in the nursery. Outside, plant a flower bed, grab a snack at the picnic table, or pile into the family car—complete with GPS, pedals, and headlights. Head over to the fashion dress-up area and try on gowns and accessories.

In the GUND Teddy Bear Check-Up area, use an otoscope and blood pressure sleeve to test the health of stuffed bears, dogs, and cats. After, slip into a doctor’s coat and use bandages and other medical tools to fix what ails them. Test your reflexes with an oversized operation game, and try to pluck the honey jar, butterfly, and more from a lovable teddy bear.

Encounter cases filled with a variety of dolls, action figures, and stuffed animals from every decade. A massive timeline traces the evolution of these toys from the homemade dolls of the 1800s through the creation of the teddy bear and Raggedy Ann in the early 1900s, to the development of favorite modern figures such as Teenage Mutant Ninja Turtles and Bratz. A nearby case explores dolls created in the likeness of cultural icons, such as pilot Charles Lindberg and America’s sweetheart Shirley Temple.

Reconnect with favorite playthings, including Teddy Ruxpin, Baby Alive, Tickie Me Elmo, and My Buddy. Also marvel at rare artifacts, including a Bild Lilli Doll (which inspired Barbie), an early G.I. Joe prototype, a Steiff bear, a 1930s Mickey Mouse, and Mabel—the beloved doll of museum founder Margaret Woodbury Strong.

The 4,000-square-foot Play Pals exhibit is phase three of a five-phase project to transform the museum’s second floor into **America at Play**, a highly interactive exhibit on the history of play in America. This project is made possible in part by a grant from the U.S. Institute of Museum and Library Services.

Made possible in part by

Teddy Bear Check-Up generously supported by GUND

Newborn Nursery baby dolls and clothing courtesy of the Madame Alexander Doll Company.
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. Discover unique customs and activities specific to each region of the United States:

**Northeast Region**
Climb to the top of a lighthouse and use the spotting scope to identify coastline features or warn approaching ships with the beacon and foghorn. Make a stop at Fenway Park in Boston and play a baseball game. In New York, activate the countdown ball for a New Year’s Eve celebration in Times Square. Mark Independence Day with the Betty Brinn Children’s Museum in collaboration with Hasbro, Inc. Celebrate the joy of reading. Hear children’s stories on exhibit Mondays at 10:30 and 11:30 a.m. Have your Storytime Club passport punched once during each visit. Collect five punches and receive a free children’s book.

**Southwest Region**
Saddle up a kid-friendly mule for a ride into the Grand Canyon, step into a pretend hot air balloon gondola, and explore buildings of the “Old West.” See why everything is bigger in Texas and have your picture taken with a comically large cowboy hat. Then activate a rotating Ferris wheel as you learn why the Lone Star State is comically large cowboy hat. Then activate a rotating Ferris wheel as you learn why the Lone Star State is

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

**Midwest Region**
Fill a basket with peaches, explore the Everglades, and build a sand castle along the Gulf Coast. Be part of Kentucky Derby race day by grooming and feeding a realistic horse. Then travel to Louisiana to create your own jazz arrangement. Peddle a pretend steamboat in Mississippi, put on a two-hole golf course in South Carolina, and go camping in West Virginia.

**Mountain Region**
Race on skis against a friend in Colorado; take a kayak past a waterfall in Idaho, and dig up the bones of a Tyrannosaurus Rex in Montana. Beware of the rumble and look out as Old Faithful erupts. Train like a knight in the jousting field, construct a virtual castle wall using 3-D computer technology, and admire royal furnishings including a decorative suit of armor—made entirely out of LEGO® bricks. Get creative and build a LEGO brick masterpiece and construct a paper brick to take home. Try your hand at strategy games that have challenged people for centuries including Red Dragon, Nine Men’s Morris, puzzles, and an oversized game of chess.

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

**Southwest Region**
Saddle up a kid-friendly mule for a ride into the Grand Canyon, step into a pretend hot air balloon gondola, and explore buildings of the “Old West.” See why everything is bigger in Texas and have your picture taken with a comically large cowboy hat. Then activate a rotating Ferris wheel as you learn why the Lone Star State is comically large cowboy hat. Then activate a rotating Ferris wheel as you learn why the Lone Star State is

**Enter the Best of the Brick Contest**
Calling toy-brick builders of all ages! Take inspiration from the LEGO® Castle Adventure exhibit and enter the Best of the Brick Contest. Create an original masterpiece from toy building bricks and upload a picture of it to The Strong’s Facebook timeline between January 5 and 16.

Winning designs receive a $50 museum shops card. Museum officials will choose one winner per age group and fans will choose another in each group by liking their favorite photos. For full entry rules, visit the museum’s web page.

**LEGO® Castle Adventure School-Break Week**
Through January 4
Explore the LEGO® Castle Adventure exhibit before it closes on February 1. Train like a knight in the jousting field, construct a virtual castle wall using 3-D computer technology, and admire royal furnishings including a decorative suit of armor—made entirely out of LEGO® bricks. Get creative and build a LEGO brick masterpiece and construct a paper brick to take home. Try your hand at strategy games that have challenged people for centuries including Red Dragon, Nine Men’s Morris, puzzles, and an oversized game of chess.

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**Spice: An Explosively Good Time!**
Saturday, January 10, 11 a.m.–4 p.m.
Sunday, January 11, 1–4 p.m.
Get ready for some explosive fun with Spice! A Rube Goldberg machine builder from Michigan and quarter finalist from season eight of America’s Got Talent! Be amazed as he creates an enormous chain-reaction structure featuring a variety of materials and detonates them at 3 p.m. on Saturday and 2 p.m. on Sunday. Try building your own chain-reaction creation using everyday objects.

**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.

**February 9—Playing with Math**
Sort, count, and create patterns with math-themed songs and movement activities.

**March 9—Fairy-Tale Tale Fun**
Be whisked away to faraway lands with fairy-tale-themed song and dance.

**Sponsored by Parent**

**Good Time!**
**Frosty Fun**
Curl up with stories about wintertime adventures.

**Silly Seuss Stories**
Honor Dr. Seuss’s birthday with books featuring tongue twisters and silly rhymes.

**Love Is in the Air**
Enjoy heartwarming stories about love, family, and friendship.

**Upcoming Programs & Events**

**Lego® Castle Adventure**

**Trivial Pursuit®: A 50-State Adventure**

**Jump into the game! Trivial Pursuit®: A 50-State Adventure opens Saturday, February 14.**

**LEGO® Castle Adventure School-Break Week**

**Enter the Best of the Brick Contest**

**LEGO® Castle Adventure**

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**Upcoming Programs & Events**
Celebrating Diversity
Monday, January 19

Honor the legacy of Dr. Martin Luther King Jr. and enjoy the interactive show “Championing Equality through Power of Creativity” by Alfred University Art Force Five—superheroes with creative powers—at 1:30 and 3:30 p.m. See how creativity can help with problem-solving and encourage fairness and learn about creative heroes throughout history. (Participants will receive an Art Force badge.)

View a special comic book display by Art Force Five that illustrates America’s journey toward civil rights. This unique display includes more than 25 significant comic books and tackles questions such as “Was Superman created to fight bullies?” “Who is Marvel’s Black Panther part of the Black Panther party?”

Leave a symbol of peace by creating a paper dove to hang in the museum.

Trivial Pursuit® School-Break Week
Saturday, February 14–Sunday, February 22

Set a course for The Strong this school-break week and explore Trivial Pursuit®! A 50-State Adventure. Explore history of the United States through dozens of interactive stations and classic and special edition Trivial Pursuit® questions.

Play a game of Rochester trivia and guess the identity of local landmarks, people, and more. Craft a paper white hat and illic. Rochester’s famous food and flavor. Then add a miniature magic carpet to a giant map to show which U.S. cities you would love to visit.

The Royal Ball
Saturday, March 7, 11 a.m.–4 p.m.
Sunday, March 8, 1–4 p.m.

Sound the trumpets! Come dressed in your most regal attire and be whisked away to the royal court. Join the Queen of Play for live music, pageantry, and courtly dancing. Sing, song, and dance with Nonesuch Early Music Ensemble, “feast” at the royal banquet table, and create your own crown, scepter, and family crest.

Complete a quest and be inclined by the queen, check out real armor and try on chainmail, and work on your hand-eye coordination with Nerf slingshots in Sherwood Forest. Stop by Rapunzel’s hair salon for a fashionable, courtly hairstyle. Receive a beautifully painted gift from the Fairy Godmother, and create your own imaginary world of princesses, dragons, and knights with Folkmanis puppets.

On Saturday only, enjoy Rochester Lyric Opera’s production of “The Tales of Caspius the Dragon” at 11 a.m. and 1 and 3 p.m.

Klutz® School-Break Week
Saturday, March 28–Sunday, April 5

Get crafty during Klutz School-Break Week. Twist and turn pipe cleaners of all sizes into caterpillars, dragons, and anything else your imagination can dream up. Create unique artwork using your fingers and an ink pad and fashion paper airplanes to soar through the sky. 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.

Materials for school-break week generously provided by Klutz.

Under the Sea Weekend
Saturday, January 24, 11 a.m.–4 p.m.
Sunday, January 25, 1–4 p.m.

Get out of the cold and dive into The Strong for an ocean of adventure! Swim with mermaids, but keep an eye out for the Creature from the Black Lagoon! Meet the Pout-Pout Fish and enjoy story readings of The Pout-Pout Fish and Pout-Pout Fish and the Big, Big Dark.

Get into the island spirit as you groove to the sounds of steel drums by members of Alfred St. John’s Trinidad and Tobago Steel band, and learn more about their unique instruments. Meet real underwater explorers and shipwreck hunters from Shipwreck World. Check out their gear—including sonar scanner and remote-operated vehicle—and discover what it takes to uncover sunken treasure!

Search for shells at the Kinetic Sand indoor beach; make deep-sea-inspired foam creations; create a life-sized drawing of yourself as a fanciful mermaid or sea creature; and make a delightful paper jellyfish, crab, or sea turtle to take home.

Materials for the Kinetic Sand beach generously provided by Spin Master.

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Historians know that people in
the 16th century, but no
documentation exists of the first use
soaps by the 16th century, but no

Magical, iridescent bubbles;

Ever since the 1930s, little green

Invented in the early 1970s by

Asperger’s (a form of autism) herself, Conner says that it’s the symptoms

watching her evenings to create the meticulous miniatures as a way
to decompress. She describes it as a form of “adult play therapy.”

In the late 1970s by

The Strong’s

The origin of soap bubbles

"These incredibly detailed rooms offer a rare glimpse into the mind of an adult
at play," says Christopher Bensch, vice president for collections at The Strong.

In October, Emily Flynn-Jones, a postdoctoral research fellow at York University in Toronto pored
through trade catalogs, magazines, and video material, including

"They also provide an example of the way in which play can help people understand and cope with the things in their lives that may be beyond their control."

Conner’s miniature rooms will be part of a future museum exhibit.

Microscope Rooms Added to Collections

A miniature antique and art shop, consignment store, grocery market, and a resale store are just a few of the 28 miniature rooms that Indianapolis
mother-of-two Julie Conner built over a 20-year period and recently donated to The Strong. Doctors diagnosed Julie’s oldest son with autism at the age of three, and after some demanding days in the early years, Conner says she would use her evenings to create the meticulous miniatures as a way
to decompress. She describes it as a form of “adult play therapy.”

Conner hand-crafted most of the 2,500 furnishings in the 28 rooms. Designed with Asperger’s (a form of autism) herself, Conner says that it’s the symptoms

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The Strong’s Americana at Play: Play Stories Archive to understand how women and girls have been represented throughout history.

In November, Rafford Guns, Associate Professor of Culture and Technology with the State University of New York at Stony Brook, examined materials related to the history of coin-operated arcade video
game cabinet design as research for a forthcoming academic article
for The Journal of Design History published by Oxford University Press.
The Strong Earns Highest Recognition

The Strong has achieved reaccreditation by the American Alliance of Museums (AAM)—the highest achievement for excellence in the museum community. AAM’s rigorous accreditation process takes nearly a year to complete and examines all aspects of a museum’s operations.

Accreditation verifies The Strong’s commitment to excellence, high professional standards, financial and ethical accountability, and continued institutional improvement. Citing its innovative exhibitions, creative publications, community engagement, and sound financial management, Burt Logan, chairperson of AAM’s Accreditation Committee, declares The Strong, “a model institution” and notes that it is an outstanding representative of the museum field, combining excellent collections, wonderful facilities, a thoughtful mission, and an engaged Board of Trustees and staff.

Of the nation’s nearly 35,000 museums, just over three percent are currently accredited. The Strong has maintained this highest designation since 1984.

The Strong Welcomes Distinguished Guests

George Gomez, legendary game designer and executive vice president for game development at Stern Pinball, pictured with marks and schematics of his designs during a recent visit to The Strong.

The Strong’s President and CEO Rolie Adams, joined the museum’s Vice President for Play Studies, Scott Eberle, and Director of Education, Debbie McCoy, at the 92Y Wonderplay Early Childhood Conference in Winter 2015.

The Strong Celebrates the Interdisciplinary Study of Play

For the 13th year in a row, readers of the Rochester City Newspaper again distinguished The Strong Rochester’s best family-friendly attraction. And for a decade straight, The Strong was awarded “Top Spot to Take the Kids” and “Favorite Kid-Friendly Museum” from readers of KidsOutandAbout.com. Additionally, the museum earned a “Best Spot in Town” rating from online review site Yelp.com.

Recent national accolades come from TripAdvisor, the world’s largest travel website, which awarded the museum its highest honor: Family Travel magazine, which named The Strong one of the “10 Must-Visit Family Museums”; The Strong was awarded “Top Spot to Take the Kids” and “Favorite Kid-Friendly Museum” in Rochester.

Museum Garners Local and National Acclaim

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The Strong Collaborates with Gates Chili School District

The museum recently welcomed teachers and faculty from the Gates Chili School District for a full-day workshop on “Playful Learning in the Early Childhood Classroom.” The workshop signified the start of an ongoing collaboration between The Strong and the school district to support a new play-based universal pre-kindergarten program (UPK) for 90 Gates Chili students.

As part of the partnership, The Strong’s Education Team provides training sessions for Gates Chili staff where participants explore how play supports learning and development, draw upon the museum’s interactive exhibits for school lesson ideas, and develop plans for their pre-kindergarten classrooms. The collaboration also includes museum field trips throughout the school year for those enrolled in the Gates Chili pre-kindergarten program.

“A cornerstone of our UPK program is to expand our children’s access to rich and varied learning experiences in order to prepare them for school success,” says Erin Ugine, UPK coordinator with Gates Chili. “Our partnership with The Strong is unique because their early childhood specialists truly recognize the essential role of play within the learning process and human development.”

Playfulness Key to Happy, Lasting Relationships According to Upcoming Issue of the American Journal of Play

According to a study conducted by Garry Chick, PhD, and colleagues at Penn State University and published in The Strong’s American Journal of Play in 2012, playfulness may serve an evolutionary role in making partners and a person more attractive to potential mates. A follow-up study published in an upcoming issue of the Journal by Rene Proyer, professor of psychology at the University of Zurich, Switzerland, replicates that research with German-speaking populations and takes it a step further, suggesting that playfulness not only aids in humans finding a mate, but that it also plays a significant role in creating a long-lasting relationship.

Proyer cites research suggesting that playfulness may help couples to overcome routine difficulties, prevent boredom, and boost positive emotions. He points out that people involved in romantic relationships rated playfulness as more important—and displayed higher traits of playfulness themselves—than those not in romantic relationships.

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Additional articles in Vol. 7, No. 2 of the Journal focus on such topics as competitive speech and debate, the philosophy of play, and gender differences in children’s play. Read the American Journal of Play free of charge at journalofplay.org. The publications are also available for subscription and single copy purchase.
Traveling Over Winter Break?

Thanks to The Strong’s partnership with the Association of Children’s Museums, patron-level 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 family-friendly museums while saving on the admission fee. Visit childrensmuseums.org for a list of participating museums.

Patron members also receive four one-time use guest passes and Dancing Wings Butterfly Garden passes—that’s a $70 value for only $41 more than the cost of a family or grandparent membership. Ask about upgrading your membership at the museum Admissions desk or call 585-263-2700 x254.

Strong members save 10% on select family performances at the Nazareth College Arts Center. Offer available online only at http://artscenter.naz.edu/. Enter coupon code PLAYSTRONGS.

Don’t Forget Your Member Benefits

There’s much more to membership than free museum admission. Strong museum members receive other great benefits such as a $1 discount on general admission for guests, a $1 discount on member admission to Dancing Wings Butterfly Garden, and a 10% discount to both museum gift shops. Show your valid membership card and start saving today.

The Strong Builds Partnership with GUND®

When the Play Pays exhibit opened in December, guests were introduced to the playful and interactive GUND Teddy Bear Check-Up Area at the GUND, a division of Enesco, LLC, is known worldwide for its top-quality, soft, and huggable plush designs—products that appeal to all ages and are popular among children and collectors.

Made possible by a $100,000 sponsorship, the GUND Teddy Bear Check-Up area allows children to role-play as a veterinarian and care for précises, soft animal friends using colorful, kid-sized medical equipment. Children can weigh their favorite GUND animal, measure its height, and even check its vital signs. The Strong is grateful for GUND’s support and partnership.

ILMS Grant Supports New Exhibit

The Strong received a $140,993 grant from the Institute of Museum and Library Services (ILMS) to complete Build, Drive, Go, a 2,500-square-foot exhibit focusing on the history and evolution of play with toy vehicles, building toys, and miniature settings. The exhibit, part of the larger America at Play exhibit taking shape on the museum’s second floor, is scheduled to open in December 2015.

Build, Drive, Go will feature rare artifacts from The Strong’s world-renowned collections plus hands-on activities including a construction area featuring a wide range of building materials and a test track where guests can modify the road to make their vehicles go faster.

The Strong’s collection of toy vehicles and building toys is the largest collection of such artifacts in a public institution in the United States. The comprehensive assemblage demonstrates how these toys have changed over time and how these changes have reflected and influenced American culture.

Target Grant Supports Reading Programs

For the seventh consecutive year, The Strong has received grant funding from Target to support its two early childhood reading initiatives, Storytime Club and Storytime Club for Ages 2 to 6. Both programs are designed to encourage young children and their parents or caregivers to read together and to foster a love of reading in children at an early age.

Thank you to these corporate partners for renewing their memberships:

Bill Gray’s Restaurants	Psychics
Paychex	Tucker Printers
M&T Bank	Target

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For the seventh consecutive year, The Strong has received grant funding from Target to support its two early childhood reading initiatives, Storytime Club and Storytime Club for Ages 2 to 6. Both programs are designed to encourage young children and their parents or caregivers to read together and to foster a love of reading in children at an early age.

Thank you to these corporate partners for renewing their memberships:

Bill Gray’s Restaurants	Psychics
Paychex	Tucker Printers
M&T Bank	Target

The Strong received a $140,993 grant from the Institute of Museum and Library Services (ILMS) to complete Build, Drive, Go, a 2,500-square-foot exhibit focusing on the history and evolution of play with toy vehicles, building toys, and miniature settings. The exhibit, part of the larger America at Play exhibit taking shape on the museum’s second floor, is scheduled to open in December 2015.

Build, Drive, Go will feature rare artifacts from The Strong’s world-renowned collections plus hands-on activities including a construction area featuring a wide range of building materials and a test track where guests can modify the road to make their vehicles go faster.

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**Play Pals Picture Match-Up**

Can you match the close-up pictures on top with the larger images on bottom? Look closely and put the letter of the image that matches each number on the corresponding line below. Check out the activities featured in these images in Play Pals, The Strong’s newest permanent exhibit. See pages 2 and 3 for more information.

**January**

Thursday, January 1

**Museum Opens at Noon**

**Through January 4**

**LEGO® Castle Adventure**

**School-Break Week**

Explore the LEGO® Castle Adventure exhibit and build LEGO® brick masterpieces. Construct a mini- castle, make a paper brick to take home, try your hand at strategy games, and more.

Monday, January 5–Friday, January 16

**Best of the Brick Contest**

Enter to win prizes by uploading an original toy building brick creation photo to The Strong’s Facebook timeline.

Mondays, January 5 & 26

**Storytime Club**

**Frosty Fun:** curl up with stories about winter-themed adventures.

10:30 & 11:30 a.m.

Friday, January 9–Tuesday, March 31

**Cats Versus Dogs Display**

Explore this age-old debate and see rare and unusual cats– and dog-related artifacts from The Strong’s collections.

Saturday & Sunday, January 10 & 11

**Spice: An Explosively Good Time!**

See Spice from weight of America’s Got Talent build and detonate enormous chain-reaction creations.

Monday, January 12

**Monday Kicks for Ages 2 to 6**

Fun with Storytelling: delight in tales and silly rhymes.

Monday, January 19

**Celebrating Diversity**

Enjoy shows by Art Force Five, make a peace dove, and celebrate the legacy of Dr. Martin Luther King, Jr.

**February**

Mondays, February 2 & 23

**Storytime Club**

**Love is in the Air:** enjoy heartwarming stories about love, family, and friendship.

10:30 & 11:30 a.m.

Saturday & Sunday, February 7 & 8

**Abraacadabra Weekend**

Be amazed as magician Bill Gormont performs astonishing illusions, learn tricks of the trade in the Magic Lab, create a personalized magic wand, and more.

Monday, February 9

**Monday Kicks for Ages 2 to 6**

**Playing with Math:** sort, count, and create patterns with math-themed songs and movement activities.

10 a.m.–2 p.m.

Saturday & Sunday, February 14 & 15

**Trivial Pursuit®: A 50-State Adventure**

Travel from coast to coast learning about geography-inspired activities, and more.

Saturday, February 14–Sunday, February 22

**Trivial Pursuit® School-Break Week**

This school-break week set a course for The Strong and explore the history of the United States through dozens of fun and engaging interactive stations in the Trivial Pursuit® A 50-State Adventure exhibit. Play a game of Rochester trivia, enjoy geography-inspired activities, and more.

**March**

Mondays, March 2, 16, & 23

**Storytime Club**

**Silly Sauce Stories:** Honor Dr. Seuss’s birthday with books featuring tongue twisters and silly rhymes.

10:30 & 11:30 a.m.

Saturday & Sunday, March 7 & 8

**The Royal Ball**

Come dressed in regal attire and be enthralled by live music, pageantry, courtly dancing, live theater, and more.

Monday, March 9

**Monday Kicks for Ages 2 to 6**

**Fairy Tale Fun:** curl up with stories about witches, dragons, and more.

10 a.m.–2 p.m.

Saturday, March 28–Sunday, April 5

**Klutz® School-Break Week**

Twist pipe cleaners into calypso dancing dragons, create fingerprint artwork, make paper airplanes, and more.
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 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 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.

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

**PARKING**

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.

**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 open at noon on New Year’s Day.

**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**

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The Strong is a United Way donor designation agency (ID#42556).

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**Woodbury School**

Accepting Applications for 2015–2016 Year

Applications for the 2015–2016 year at The Strong’s Woodbury School are being accepted. Woodbury School offers both a preschool program for three- and four-year-old children and an early kindergarten program for four- and five-year-old children. Both programs are Reggio Emilia-inspired.

This “emergent” curriculum approach encourages teachers and students to work together to plan the curriculum and create projects. Guided by teachers who facilitate their explorations, children delve deeply into topics that fascinate them and stimulate learning.

Children at Woodbury School learn and develop in playful activities set among the museum’s hands-on exhibits. Small and large group activities involve art, music, cooperative games, movement, pre-reading, math, and other age-appropriate experiences.

Download an application and learn more at museumofplay.org/education.