Explore all that goes into the sport of racing—including the design, development, and testing of cutting-edge car technology—in a quest for record-breaking speed and precision. Become part of the race team and burn up the track in four immersive environments that simulate a racing garage and a trackside pit.

**Blue Zone**

What makes one car faster than another? Cruise into the Blue Zone to learn why race engineers need to choose the right car body and tires for maximum speed. Hop into the driver’s seat at the Aerodynamics Computer Simulator and see how air flows over three different styles of race cars. Then choose a Hot Wheels toy car body styles and test its velocity on a track that includes jumps and adjustable downhill configurations. Join the pit crew and choose a body shape for an IndyCar and select the right tires for the track conditions (soft or hard, slick, or grooved tread). Examine carbon fiber and learn why some engineers use it to build race car bodies. Check out a display of Hot Wheels toy cars and compare their body styles to determine the fastest of the pack.

**Yellow Zone**

Get revved up in the Yellow Zone as you examine the moving parts of a real engine to learn how it provides power to turn the crankshaft and gears which cause the wheels to spin. Become part of the engine yourself by turning axes connected to a dragster and an ordinary car. Listen to different engine sounds to see if you can determine the car engine—IndyCar, stock car, or old jalopy—with the highest RPMs (rotations per minute of the tires). Pit two Hot Wheels toy cars against each other—one Traditional and the other with a “booster engine”—to see which crosses the finish line faster.

**Green Zone**

Zip into the Green Zone to satisfy your need for speed. Put five cars on the starting line, and see which zips to victory with the help of a digital timer and scoreboard. Gather the family and suit up to complete a stock car pit stop. Make sure to jack the car, change the tires, and refuel! Hop behind the wheel and take a virtual cruise around the track. Enter the “Winners Circle” and stand near the sculpted Hot Wheels racing trophy for a photo opportunity. Learn about different types of steering wheels, check out the safety gear on a race car driver’s uniform, and explore different styles of racing with displays about three famous drivers—Jamie McMurray (NASCAR), Sarah Fisher (IndyCar), and Antron Brown (Top Fuel).

**Red Zone**

Round the corner and head into the Red Zone to learn about the most important aspect of racing—safety. Rely on your reflexes and instincts on the “Timing Track” table and try to avoid other cars in your path. Learn about car safety technologies and test your knowledge with a quiz game. View different types of racing helmets from throughout history and other equipment worn by drivers to help protect them from crashes. Hot Wheels™: Race to Win™ remains on view through April 24, 2016.

Produced by The Children’s Museum of Indianapolis and Mattel. HOT WHEELS and associated trademarks and trade dress are owned by, and used under license from, Mattel. ©2016 Mattel. All Rights Reserved.

Don’t miss Micro Sprint race car driver Mike Austin February 6! 11 a.m.–4 p.m.
Rare Toys Featured in Build, Drive, Go

The Strong holds the largest and most diversified collection of toy vehicles, building toys, dominoes, and miniature toys for pretend play in the world. The Build, Drive, Go exhibit showcases hundreds of these artifacts, including some of the earliest:

**Original Hot Wheels**
- Mattel revolutionized die-cast toy cars in 1968 when it offered the first 16 Hot Wheels vehicles: including the first tiny Firebirds, Corvettes, Thunderbirds, and Cougars. Designed to reach maximum speed on specially made race tracks. Hot Wheels were so popular among kids that the cool muscle cars they copied were with adults.

**Lionel Wartime Paper Train and Buddy L Premier Push-Along Model T Flivver**

**First LEGO Sets**
- When the Danish producers of LEGO blocks began marketing their construction sets in the United States, they teamed up with the mimetic American language who had perfected the manufacture of molded plastic. Together with Simonsen’s LEGO released the Junior Constructor, Town-Plan, and a number of gift sets to American advertisers. These first sets used cellulose acetate, not the more stable ABS plastic used today.

**School Break with Sid the Science Kid**

Through January 3
- Meet and take photos with Sid from the award-winning PBS KIDS television show Sid the Science Kid from 11 a.m. to 2 p.m. on Friday, January 1 and Saturday, January 2 from 1 to 4 p.m. on Sunday, January 3. Discover and investigate everyday science questions around Sid’s home and at school—in the SuperFish Lab and on the playground. Use scientific tools and thinking to learn about simple machines, the laws of motion, magnetism, air power, and the five senses.

**Rainbow Fish: A Shiny New Musical!**

Saturday, January 9, 11 a.m.–4 p.m. Sunday, January 10, 1–4 p.m.
- Enjoy full-length performances of Rainbow Fish: A Shiny New Musical! on Saturday at 11 a.m. and 1 and 3 p.m. and Sunday at 1 and 3 p.m. Written and composed by Rochester’s Alec Michael Powell and presented by Spectrum Creative Arts, the delightful musical is an adaptation of the popular children’s book that tells the story of a lonely fish who only wants to be noticed, and how his life is changed forever when he meets Rainbow, a beautiful fish with scales of every color. The musical incorporates themes of generosity, kindness, and self-acceptance, and features a variety of musical genres including pop, rock, jazz, and more.

Get colorful all weekend long! Stop by the Rainbow Ranch to create a vibrant craft, play games, and enjoy story readings of Rainbow Fish, A Bad Case of Stripes, Elmer, and Planting a Rainbow. The Rainbow Fish by Marcus Pfister: 1982 North South Books, Inc. Image courtesy of Joan Ferguson photography.
Pirate Island Weekend
Saturday, January 23, 11 a.m.–4 p.m.
Sunday, January 24, 1–4 p.m.
Dive in for a fun-filled weekend featuring land- and ocean-themed activities! Pose for pictures with “Captain Jack” the pirate and listen to stories of adventure on the high seas. Be on the lookout for special encounters and photo opportunities with a mermaid or swamp creature!

Meet local scuba divers from Rochester Aquatic Center, check out their gear, and learn more about coral reef exploration. Create a life-sized drawing of yourself as a fanciful mermaid or eerie sea creature, dig for buried treasure in Kinetic Sand, and more.

Fit Kids Day
Saturday, January 30, 11 a.m.–4 p.m.
Jump, run, or slide into the museum for fitness fun! Learn tips and tricks from Wagner Soccer staff, participate in interactive story time, and perfect your aim in the Let’s Move! Sports Zone. Participate in an indoor snowball fight and more.

Learn about healthy food choices with Wegmans and how to get moving with the Be a Healthy Hero Street Team. Check out snowboarding equipment with experts from Bristol Mountain. Discover Wegmans’ passport to Family Wellness program and learn more about walking trails and hiking paths around Rochester.

Sid the Science Kid Exhibit Closing
Saturday and Sunday, January 23 and 24
Don’t miss your chance to visit Sid the Science Kid: The Super-Duper Exhibit! before it closes January 24. Step into Sid’s world and investigate every day science questions at five hands-on zones: the kitchen, Sid’s room, the backyard tree house, the Super Fab Lab, and the playground.

Race to Win
School Break
Saturday, February 13–Sunday, February 21
Make a racing medallion, decorate a race car drawing, and enjoy the new Hot Wheels: Race to Win exhibit.

Fat Brain
School Break
Saturday, March 19–Sunday, April 3
Fatten up your brain through play. Find favorite Fat Brain toys throughout the museum including ModMobiles, SpinAgain, Twig, HexActly, Squeal, Tobbles, and more.

Perfectly PEZ
Display
Through April 4
See The Strong’s newest collection of PEZ-inspired artifacts that chronicle more than four decades of American pop culture history. From cartoon characters like Mickey Mouse and Bugs Bunny to superheroes that include Batman and Superman, these mechanical dispensers continue to be a favorite collectable among children and adults. Learn more about the collection on page 10.

Celebrating Dr. Seuss
Saturday, February 27, 11 a.m.–4 p.m.
Sunday, February 28, 1–4 p.m.
Celebrate Dr. Seuss’s birthday. Enjoy stories and tongue twisters, play games, make whimsical crafts, and more. And don’t miss your chance to meet a special mystery Dr. Seuss character!

It’s Easy Being Green
Saturday, March 12, 1–4 p.m.
Go green! Enjoy tales featuring favorite green characters such as Green Wilma and Huggly; create your own Shrek-inspired ears and Teenage Mutant Ninja Turtle craft; search the museum to find Kermit the Frog, and more. Don’t forget to show your colorful spirit by wearing green when you visit.

Royal Ball Weekend
Saturday, March 5, 11 a.m.–4 p.m.
Sunday, March 6, 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 a day full of dancing, pageantry, and lively music. Enjoy spingfly dance tunes and soaring melodies from Nonesuch Early Music Ensemble, enjoy a “feast” at the royal banquet table, and visit the Fairy Godmother to receive a special bejeweled gift.

Complete a quest and be knighted by the queen, try on real chain mail, and visit Rapunzel’s Hair Salon for a fancy braided up-do. Improve your hand-eye coordination with Nerf “archery” in Sherwood Forest, create a crown or family crest, and more.

On Saturday only, enjoy Rochester Lyric Opera’s production of Little Red’s Most Unusual Day, a one-act opera for the whole family, at 11 a.m. and 1 and 3 p.m. This humorous tale tells the story of Little Red, Granny, the Wolf, and Little Red’s mother when one big misunderstanding leads to one very unusual day.
The innovative dexterity game Twister did not achieve immediate success when first introduced in 1966. However, someone at Milton Bradley forgot to learn more about past honorees.

ICHEG Welcomes Visiting Scholar

Akinori (Aki) Nakamura, professor at Ritsumeikan University in Kyoto, Japan, has joined The Strong’s International Center for the History of Electronic Games (ICHEG) staff as a visiting scholar. The Strong and Ritsumeikan University announced a partnership in May 2015, and Nakamura’s visit marks the first of several faculty and professional staff exchanges between both organizations.

Nakamura holds a doctorate in international development studies from Nagoya University in Nagoya, Japan, and a master’s degree in behavior from Brigham Young University in Provo, Utah. His publications include Why Do People Get Hooked on Games? A Fundamental of Ludic Elements from the Perspective of Game Developers and The Life and Times of the Nintendo Fanatic: The Birth of the TV Games.

Nakamura is a valued resource on the history of Japanese toys, games, and other forms of play. In October, he informed and assisted with the opening of The Strong’s original exhibit, Playing with Power: Celebrating 30 Years of the Nintendo Entertainment System. Additionally, Nakamura contributed to various museum initiatives related to video game history and preservation, including writing for the museum’s CHEGheads blog. While at The Strong, he also conducts independent research on the history of Atari, utilizing the museum’s vast video game company collections.

The Pinball Adventure (1993). Collectively, these materials provide new insights into the creative processes behind Williams’s most iconic pinball machines.

“The layouts reveal not only the evolution of the state of the art of pinball design, but also changes in the design process itself. Draftsmen sometimes did the drawings for the designers or made hand-traced copies that would be marked up for the tooling department to figure out how many holes to drill into the playfield,” says former Williams software developer Duncan Brown.

Several designs from the Williams Pinball Playfield Design Collection, (1946-1991), will be displayed at Pinball Playfields, a new exhibit opening at The Strong in early 2016.

Exhibit Draws Nintendo Luminaries and International Media

In October, The Strong honored Nintendo Entertainment System’s (NES) 30th anniversary with the opening of Playing with Power: Celebrating 30 Years of the Nintendo Entertainment System. Produced in partnership with the Center of Game Research at Ritsumeikan University in Kyoto, Japan, the exhibit tells the story of a critical time in video game history through a mixture of playable games and rare artifacts, such as hardware design documents and Nintendo’s archives.

A delegation from Ritsumeikan University—including Masayuki Lumura (right image), program chair at Ritsumeikan University and the hardware designer for the NES—previewed the exhibit in early October. Later, Don James (left image), executive vice president of operations for Nintendo of America, visited the museum to view the exhibit and tour The Strong’s extensive electronic games collections. James was part of the team that introduced the NES to the American market.

A television crew from Japan’s NHK World—the international arm of Japan’s public broadcasting—spent a day filming the exhibit and talking with staff from The Strong’s International Center for the History of Electronic Games about the historical importance of the NES for a segment that aired to Japanese audiences in December.

The Welcome’s Distinguished Guests

Paul Sielfin (second from right), vice president of broadcast and digital media at The Fred Rogers Company, tours The Strong with the museum’s Chris Bersich and Corrie Kraai, as well as (far left) WXXI’s Danielle Sewart and Cara Ragone.

Fifteen delegates from Caltanisetta, Italy, Rochester’s sister city, tour The Strong with the museum’s Director of Public Relations Shane Hrahowski.
What’s New in Collections: Historic Game and Popular PEZ

With more than 450,000 historical objects related to play, The Strong is home to the world’s most comprehensive collection of toys, dolls, board games, video games, books, documents, and other artifacts related to the history and study of play. Together, these objects offer a unique interpretive and educational window into the critical role of play in human physical, social, and intellectual development and the ways in which play reflects cultural history.

Recently, The Strong acquired an early American board game titled New Game of the American Revolution, developed by Boston designer Lorenzo Burgo in 1844. Burgo’s game allowed young children to “play soldier” as they traveled through spaces on the board illustrated with famous battles, persons, and events.

In order to win the game, each player must perform “good deeds” to reach the center space of the board—“the Land of Freedom and Plenty.” Players avoided the fate of the British by landing on spaces marked “Patriotism,” “ Valor,” or “ Raw Recruits,” whereas landing on spaces marked “Thief” or “Sleeping on Guard” forces players to move backwards and ultimately lose the game.

The New Game of the American Revolution is one of the earliest printed board games now in The Strong’s American board games collection, which is the largest diversified assemblage of such artifacts in a public institution in the United States. The game provides a rare glimpse of American patriotism and nationalism during the mid-19th century and demonstrates how the American Revolution remained an important event in the national consciousness throughout the Jacksonian era.

Another new addition to The Strong’s collections is an assortment of PEZ-inspired artifacts donated to The Strong by Robbie Brunner of Schaumburg. New York-based PEZ collection started as an amusing joke nearly 40 years ago but soon progressed into an avid hobby. The collection includes PEZ PEZET bubble gum dispensers, a PEZ-zazzle jigsaw puzzle, multiple card games, holiday ornaments with characters like Santa and Snoopy, build-your-own cars and mini-tractor trailers.

PEZ was developed in 1927 when Austrian inventor Eduard Haas III melded flavoring and sugar into little bricks, creating the first adult breath mint. He called these PEZS an abbreviation of the German word for peppermint. Nearly two decades later, inventor Oscar Uso designed and patented a small mechanical box to dispense PEZ candy individually. Haas transformed his peppermint breath mints into a fruit-flavored candy for kids and fashioned a three-dimensional cartoon character head for the dispenser’s lid. Today, PEZ remains a popular toy and a treat—as well as a pop-cultural collectible—for both young and old.

The Strong Delivers Training to Fairport Central School District Staff

Board members, administrators, and teachers from the Fairport Central School District took part in a series of trainings at The Strong last summer and fall aimed at incorporating play in Fairport’s kindergarten classrooms. The sessions examined current research on play-based learning, explored The Strong’s Woodbury School model, and inspired plans for integrating play into the district’s classrooms. The trainings are part of an ongoing multi-year professional development series between The Strong and Fairport Central School District.

“Children come to kindergarten with a unique approach to play and learning, and a one-size-fit-all approach isn’t necessarily the best method to teach them,” says Fairport CSD Superintendent Brett Provenzano. “By using play-based learning, we are allowing the children to explore and discover on a comfortable level, while making connections to larger concepts being introduced by the teacher. It is a natural learning process that serves the students well throughout their lives.”

Fairport Central School District rolled out its play-based curriculum this past fall.

Woodbury School Accepting Applications

Apply now for the 2016-2017 preschool and early kindergarten programs at The Strong’s Woodbury School.

Woodbury School at The Strong offers 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-inspired.

This approach encourages teachers and students to work together to plan the curriculum and create projects. Children actively explore ideas that fascinate and stimulate learning, using the entire museum as their classroom.

Visit museumofplay.org/education for application information.

Artifacts from The Strong’s Collections Travel Near and Afar

The Strong’s collections have travelled far and wide to enhance the entire museum as their classroom. Recent loans include four- and five-year-old children. Both programs at The Strong’s Woodbury School.

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Visit museumofplay.org/education for application information.
The Strong Welcomes Research Fellows

Through its research fellowship programs, The Strong encourages scholars from around the globe to study materials in its museum’s collections and library archives.

During a three-week fellowship in October, Ricardo Passone, adjunct professor of media semiotics and new media theory and practice at the University of Turin in Turin, Italy, conducted research using archival materials and artifacts related to the work of The Strong’s International Center for the History of Electronic Games to inform his thesis research. And an extensive collection of game culture values.

In November, Mattia Thibault, PhD candidate also from the University of Turin, explored the museum’s collection of toys, toy catalogs, and related literature to investigate how toys are used to cultivate, share, and convey knowledge and culture values.

In December, Molly Duggins, lecturer at the National Institute in Sydney, Australia, examined The Strong’s assemblage of 19th-century silvers, shell artifacts to inform her study of the sentimental economy of 19th-century shellwork.

The Strong also welcomed independent scholars interested in the history of toy development. During October, Tyler Callahan, research assistant at the California Institute of the Arts, researched 19th-century board games, paper toys, and an extensive collection of game designer Sid Sackson’s art, which he planned to inform his thesis research. And on two separate visits in September and October, Lorianne Feldman and Melissa Moulthrop, adjunct professors at Rochester Institute of Technology, along with their industrial design students, poured over toy trade catalogs, books, archival collections, and Playthings magazines to prepare for their upcoming class assignment of successfully designing a toy.

The Strong Receives Grant for America at Play Exhibit

The Strong received a $149,993 grant from the Institute of Museum and Library Services to complete the transformation of the museum’s second floor with America at Play, an exhibit that provides an overview of the history of play in America. The exhibit’s iconic artifacts, thought-provoking interpretation, and compelling interactive will introduce guests to the important role play has had in American history and how it continues to shape who we are as individuals and as a nation.

Slated to open in December 2016, America at Play will also provide an interpretive gateway to the four other exhibits surrounding it: eGameRevolution, which explores video game design and development; ToyTyme, which focuses on non-electronic games and puzzles; Play Pals that highlights dolls, action figures, toy soldiers, and stuffed animals; and that newly opened Build, Drive, Go, which celebrates toy vehicles and building toys.

What It Takes to Produce an Issue of the American Journal of Play

The American Journal of Play—an interdisciplinary publication discussing the history, science, and culture of play—publishes thought-provoking content from prominent scholars, researchers, thinkers, and writers around the world. The Journal publishes three times a year, and each issue requires an extensive submission, peer review, editorial, layout process before it’s made available free online to a readership of more than 100 countries and before print subscribers on five continents receive their copies.

The museum accepts submissions year-round from scholars across disciplines, including child development, education, anthropology, neuroscience, history, folklore, and psychology. The Journal’s editor also solicits articles from prominent thinkers and attends play conferences that hold promise to yield manuscripts. When sorting through submissions, the Journal’s editorial team looks for well-developed and documented arguments, as well as clear writing.

The editors send out manuscripts that meet those standards for peer review by at least three reviewers independent of The Strong. After the feedback, the authors may be rejected, accepted on condition of additional changes, or sent for editing. The editors then decide in which issue accepted manuscripts should appear. Assigned reviewers then go to the managing editor for line editing, which addresses style and language, and to library staff for reference checks. Following capping over by a second editor, the production team returns manuscripts to the authors for review. Simultaneously, to date, a graphic designer develops any accompanying illustrations and the cover art for the issue.

After these steps, another graphic designer lays out the issue, and following another review, this goes to the printer. A printed sample receives a final review, and then the issue is ready for mailing and for posting online at journalofplay.org.

Thank You for Making Play Ball 2015 a Success

On Friday, October 2, nearly 700 guests joined honorary co-chairs Laura Saxby Lynch and John Lynch at Play Ball 2015. Attendees and sponsors helped raise more than $220,000 for The Strong’s educational mission and outreach programs, making this year’s event the most successful Play Ball to date.

This year’s gala included a contortionist and acro-yoga performers from Rochester American Ballet, a lively dance party with DJ Nape, pop-up performances by the University of Rochester’s Midnight Rambles, and more. The evening culminated in an incredible stage performance by internationally renowned electric hip hop violinist, Svet.

The Strong is grateful for the attendees, sponsors, and donors who supported Play Ball 2015. To view a full list of this year’s sponsors and photos from the event, please visit playball.org.

Thank You to Our Corporate Partners

Businesses that make a financial contribution to The Strong as corporate partners and sponsors provide meaningful support for the museum while receiving valuable benefits for their employees. To learn how your company can participate, contact Michelle Parnall-Dwyer at 585-410-6533 or mdwyer@museumofplay.org.

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The Strong is grateful for the attendees, sponsors, and donors who supported Play Ball 2015. To view a full list of this year’s sponsors and photos from the event, please visit playball.org.
Where’s That Wheel?

Are you “wheelly” knowledgeable about the many museum exhibits? Look closely at the wheels below and name the exhibit where the wheel can be found. During your next visit, find more wheels on your favorite vehicles in Build, Drive, Go, new open on the second floor, and in Hot Wheels: Race to Win opening February 6.

Book Nook

Librarians’ picks from the Grada Hopeman Gelser Library

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

**The Mouse and the Motorcycle**
by Beverly Cleary
(for younger readers)

Ralph S. Mouse lives a boring, predictable life with his family in their mouse hole at Mountain View Inn. But when Keith and his parents check in for a stay, life gets much more exciting! Ralph’s toy motorcycle is just the right size for Ralph, and the quiet halls of his hotel at night are the perfect racing tracks. What could possibly go wrong? (Shelved in Build, Drive, Go.)

**Miss Peregrine’s Home for Peculiar Children**
by Ransom Riggs
(for older readers)

This bestselling, debut novel weaves mystery, time travel, and magic into the story of 16-year-old Jacob Portman, drawn to the remote island where his grandfather grew up. Could the wild tales his grandfather told him of orphans with supernatural abilities be true? Handwritten letters and haunting photographs will immerse the reader in an unforgotten world of levitating girls and invisible boys. (Shelved in the Mystery Manor area of Reading Adventureland.)

**You May Just Be a Dinosaur**
by Heather Macht
(for younger readers)

Are you worried that the plates under your back will split your pants and rip your shirts? Do you find yourself roaming around in search of your invisible voice? Does the ground shake when you walk down the street? The only way to find out for sure if you are a dinosaur is to read this book. But please note: don’t rip the pages with your claws. (Shelved in the Nonsense area of Reading Adventureland.)

**Where’s That Wheel?**
by Beverly Cleary
(for younger readers)

Shelved in the Nonsense area of Reading Adventureland. It’s true! But a place is a place.

FEBRUARY

**Mondays, February 1, 22 & 29**

**Storytime Club**
Build & Drive: Go! Dig into construction-themed stories about trucks, buildings, and more. 10:30 & 11:30 a.m.

**Saturday, February 6**

**Exhibit Opening: Hot Wheels: Race to Win**
Enjoy race-themed crafts and activities in conjunction with the Hot Wheels: Race to Win exhibit. Meet local Micro Sprint race car driver Mike Austin.

**Saturday, February 8**

**Monday Kicks for Ages 2 to 6**
Let’s Create: Express your creativity with visual arts, movement, and music activities. 10 a.m.–2 p.m.

**Saturday, February 13–Sunday, February 21**

**Race Car School Break**
Enjoy race-themed crafts and activities in conjunction with the Hot Wheels: Race to Win exhibit.

**March:**

**Saturday, March 5 & 6**

**Royal Ball Weekend**
The Queen of Play requests your presence! Come dressed in regal attire and be entertained by her majesty, pageantry, courtyard dancing, and more.

**Saturday, March 12**

**It’s Easy Being Green**
Enjoy green-themed stories and crafts! Don’t forget to show your colorful spirit by wearing green when you visit.

**March 14 & 21**

**Storytime Club**
Silly Seas Stories: Honor Dr. Seuss’s birthday with tongue twisters and silly rhymes. 10:30 & 11:30 a.m.

**Saturday, March 19–Sunday, April 3**

**Fat Brain School Break**
Enjoy favorite Fat Brain toys, including Twist, HexASty, Squigly, Tobbies, and more.

MARCH

**Saturday & Sunday, January 23 & 24**

**Pirate Island Weekend**
Pose for portraits with “Captain Jack,” a mermaid, and a swamp creature! Meet local scuba divers and check out their gear. Dig for buried treasure in Kinetic Sand, and more.

**Saturday & Sunday, January 23 & 24**

**Exhibit Closing: Sid the Science Kid: The Super-Duper Exhibit!**
Last chance to visit Sid the Science Kid: The Super-Duper Exhibit! Investigate every day science questions in Sid’s tree house, the Super Fab Lab, the playground, and more.

**Saturday, January 30**

**Fit Kids Day**
Perfect your aim in the Let’s Move! Sports Zone, participate in an indoor snowball fight, learn about healthy food choices, discover the places to hike around Rochester, and more.

**FEBRUARY 2016**

**January 8**

**Display Opens: Perfectly PEZ**
Discover the history of PEZ and a sampling of dispensers spanning more than four decades.

**February 6**

**Exhibit Opening: Hot Wheels: Race to Win**
Cruise in to explore the new Hot Wheels: Race to Win exhibit and meet local Micro Sprint race car driver Mike Austin.

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**Race Car School Break**
Enjoy race-themed crafts and activities in conjunction with the Hot Wheels: Race to Win exhibit.

**Saturday, February 27 & 28**

**Race to Win School Break**
Enjoy stories and tongue twisters, play games, make Dr. Seuss-inspired art, and visit with a beloved Seuss character.
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.

**MUSEUM ADMISSION**

General Admission (does not include admission to Dancing Wings Butterfly Garden®): age 2 and older $14, 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.

**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 close at 4 p.m. on New Year’s Eve. 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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Museum Announces Homeschool Programs

The Strong’s Education Team has developed a full slate of programs designed specifically for homeschooled children and their parents. Facilitated by museum educators and other subject-matter experts, these stimulating educational experiences are set amid The Strong’s dynamic, interactive exhibit spaces and world-renowned collections.

Homeschool programs, which include lessons and Theme Days, explore a wide variety of topics—including health and wellness, science, history, math, and English language arts—and are generally intended for children in grades pre-K through grade three. The full schedule can be found online at museumofplay.org/education/homeschool-students. Advanced registration with payment is required. Space is limited, so interested families are encouraged to register early.