Under the Sea

Celebrating Diversity

Royal Ball

Getting Silly with Dr. Seuss

Superheroes Weekend

Exhibit Opens
January 21
Page 2
Hit the road with America’s most iconic and beloved motorcycle in Hands-On Harley-Davidson—an interactive exhibit that rolls into The Strong museum on January 21, 2017! Explore a pretend engineering lab and motorcycle dealership, and use science, technology, engineering, and math concepts to dream up a bike design, build a prototype, and take it for a test drive.

Be a design engineer and learn how acceleration, speed, friction, gravity, and other laws of physics affect a motorcycle in motion at the Jump Track, Loop Track, Half-Pipe, and Roller Coaster. Use a series of ramps, jumps, and curves to build a custom test track and conduct experiments to see what happens when a rider throttles, leans into a curve, or descends a mountain road.

In the dealership, learn about engine parts and how they work together to create a smooth and safe ride. View a video of real motorcycle mechanics hard at work in a service department. Step into one of the bays and work with friends and family to create a custom motorcycle based on the classic Harley-Davidson Road King® using interchangeable motor parts and accessories, including mufflers, seats, saddle bags, and mirrors. Add style with magnetic flames, Harley-Davidson logos, and a personalized license plate. Rev the engine to give the custom bike a test.

Gear-up with a vest and helmet and learn about the protective equipment that keeps riders safe, dry, and warm. Select from interactive videos to have a first-person riding experience that includes United States and international touring routes. Working turn signals, audio and wind effects, and a throttle that controls the speed of the ride complete the experience. Map challenges on a nearby computer to track fuel, exhaust, and other systems to ensure a safe trip.

Role-play as a Community Service Officer (a person who helps the police and other public servants), and learn about traffic safety and hand-signals with the help of a screen where you can see yourself in action. Enhance the experience by adding custom decals and flashing lights to the bike.

Hands-On Harley-Davidson remains on view through May 7, 2017. For opening weekend activities, including special programming featuring Jean Davidson, author and granddaughter of Harley-Davidson founder Walter Davidson, see page 4.

Hands-On Harley-Davidson™ was created by the Betty Brinn Children’s Museum in collaboration with Harley-Davidson Motor Company. Hands-On Harley-Davidson and Harley-Davidson® are trademarks of Harley-Davidson and are used with permission. © 2017 Harley-Davidson. All rights reserved.

Fun Facts about Harley-Davidson®

Before riding in to explore the Hands-On Harley-Davidson exhibit, learn more about the history of the Harley-Davidson brand:

- William S. Harley and Arthur Davidson worked in a 10-foot by 15-foot shed to build their first bike in 1904. The first Harley-Davidson used a tomato can as the carburetor!
- The United States military purchased more than 20,000 motorcycles from Harley-Davidson during World War I.
- In 1917, Harley-Davidson launched a line of bicycles, but they stopped manufacturing them in 1923 due to poor sales.
- The first woman reported to have ridden a Harley-Davidson motorcycle was Janet Davidson—an aunt of Arthur Davidson.
- Harley-Davidson was one of only two American motorcycle manufacturers to survive the Great Depression. (The other was Indian, which stopped producing motorcycles in the 1950s.)
- During World War II, Harley-Davidson produced more than 90,000 motorcycles for the United States and the Allies—a sizable jump from their contribution to World War I.
- Seth Enslow holds the world record for jumping a Harley-Davidson—183.7 feet!

Facts sourced from Travels with Harley and Motorcycle.com.

National tour sponsor:

Media sponsor:
Exhibit Opening Activities feature Harley-Davidson Granddaughter

Jean Davidson, author and granddaughter of founding Harley-Davidson member Walter Davidson, celebrates the opening of the Hand-On Harley-Davidson™ exhibit with a special ticketed evening talk for adults and weekend family activities.

“Growing Up Harley-Davidson”
Friday, January 20, 7 p.m.
Jean Davidson as she presents “Growing Up Harley-Davidson,” a special ticketed event for adults, which provides a personal look into one of the most famous families in motorcycling history. After years of gathering personal family stories and photographs, Davidson recounts her childhood experiences, how she owned the largest Harley-Davidson dealership in Wisconsin, and her memories of meeting world famous racers, such as Evil Knievel. After the talk, enjoy a reception with light hors d’oeuvres presented by Marshall Street Bar and Grill.

Tickets for “Growing Up Harley-Davidson” are $15 and may be purchased at museumofplay.org

Hands-On Harley-Davidson Opening Weekend
Saturday & Sunday, January 21 & 22
Jean Davidson returns to the museum to meet families; sign autographs; discuss her series of illustrated books for children, including Riding Back in Time on My Daddy’s Harley-Davidson; and weekend family activities.

• Under the Sea
Saturday, January 7, 11 a.m.—4 p.m.
Sunday, January 8, 1—4 p.m.
Dive in for a fun-filled weekend featuring ocean-themed activities! Say hello to mermaids Tory and Katfish and learn about underwater creatures such as starfish and sea shells. Meet the Pout-Pout Fish and enjoy story readings of The Pout-Pout Fish and Pout-Pout Fish and the Big, Big Dark. Visit Rainbow Reef and play an eye-spy game. Watch episodes of the colorful PBS Kids show and enjoy story readings of The Pout-Pout Fish. Try on scuba gear with staff from the Aquatic Center of Rochester. Create a life-sized drawing of yourself as a fanciful mermaid, pirate, or sea creature. Dig for buried treasure at the Kinetic Sand indoor beach. Use puppets to plan out an under-the-sea adventure.

• Storytime Club
Celebrate the joy of reading. Hear children’s stories on select 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.

Mondays, January 9, 23 & 30
Things That Go: Zoom through tales about transportation.

Mondays, February 6, 13 & 27
Tropical Tales: Be whisked away with stories set in warm weather climates.

Mondays, March 6, 13, 20 & 27
Silly Seuss Stories: Honor Dr. Seuss’s birthday with books featuring tongue twisters and silly rhymes.

• Hansel and Gretel Preview
Saturday, January 28, 11 a.m.
Delight in a stage adaptation of the classic fairy tale Hansel and Gretel presented by Rochester Association of Performing Arts. Brother and sister Hansel and Gretel trek through the woods in search of berries to eat. While on their journey, they encounter a delicious house made out of candy and treats that is the home of a mysterious sorceress. The siblings must work together to escape the evil witch before they are stuck in the house forever.

Celebrating Diversity
Monday, January 16, 11 a.m.—4 p.m.
Celebrate the legacy of Dr. Martin Luther King, Jr. and spend the day learning about the Underground Railroad and the Civil Rights Movement. Enjoy special performances celebrating black history presented by Bright Star Theatre. In Heroes of the Underground Railroad, watch how Harriet Tubman, Levi Coffin, and other powerful leaders paved the way for change during the Abolitionist Movement in the United States. Watch Let It Shine: The American Civil Rights Movement and discover the pivotal moments that took place in the 1950s and 1960s, including the Montgomery bus boycott.

Learn how to encourage conversations about race in You Don’t Know Me, a presentation by local high school students from ROCOCO Change. Make a craft to use as a symbol of peace. Meet members of Alfred University’s Art Force Five—superheroes that use the power of creativity to promote peace—and explore art pieces created by the team and the Rochester community.

Royal Ball
Saturday, February 11, 11 a.m.—4 p.m.
Sunday, February 12, 1—4 p.m.
Sound the trumpets! Come dressed in your most regal attire and join the Queen of Play for dancing, pageantry, and lively music. Enjoy slightly 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 a queen, visit Rapunzel’s Hair Salon for a fancy braided up-do, challenge yourself to a game of croquet with the infamous Queen of Hearts, and more.

Mascot Madness
Saturday, February 4, 11 a.m.—4 p.m.
Show off your team spirit! Meet and pose for pictures with favorite mascots from popular local sports teams, including the Rochester Americans, Knighthawks, and Red Wings, and with university mascots from the State University of New York (SUNY) Alfred State and SUNY Geneseo. Vote for your favorite mascot; test your skills with a sports trivia challenge; predict who will win this year’s Super Bowl, and create your own pennant or pompom to cheer on your favorite team.
Swing into The Strong for a hero-filled weekend, and be sure to bring your camera! Meet two of Marvel Comic’s official superheroes—Spider-Man swings in on Saturday from 10:30 a.m. to 5 p.m. and Captain America muscles in on Sunday from 12:15 to 4 p.m.

Pose for a picture with your favorite superhero at a designated time by picking up a free ticket in the Caterpillar Atrium the day of the event while supplies last.*

All weekend long, visit with two members of PBS Kids’ Super Why! and his newest “super reader” friend, Woofster. Budding cartoonists can receive drawing and writing tips from professional artists and check out their original art. Learn how to be a hero for the environment by joining forces with Larry the H2O Hero.

Superheroes Weekend
Saturday & Sunday, March 25 & 26

Getting Silly with Dr. Seuss
Saturday, March 4, 11 a.m.–3 p.m.*
Sunday, March 5, 1–4 p.m.

Celebrate Dr. Seuss’s birthday with stories, crafts, and more. Pose for photos with Thing 1 and Thing 2. Travel through a classic picture book on a story walk. Craft a miniature book from a single sheet of paper and come up with poems and stories to fill the pages. Fish for red and blue fish, play Hop on Pop hopscotch, take a journey with the feet from The Foot Book, and delight in other great physical and brain games inspired by the beloved author’s tales.

* The museum closes at 4 p.m. on Saturday, March 4, 2017.

Brains in Motion
Saturday & Sunday, March 18 & 19

Back by popular demand, local kinetic art builder StickTrickDominoDude Michael Fantauzzo returns to create a new masterpiece filled with simple machines such as levers, planes, and pulleys. Watch as he builds his intricate sculpture and detonates it at 3:30 p.m. daily! Marvel at intricate devices built by the Rochester LEGO User’s Group. And build your own chain-reaction device using stacking cups, balls, ramps, dominoes, and more!

Bear Necessities: The World of Muffy VanderBear
Friday, March 3–Monday, June 12

Explore the rich history of Muffy VanderBear—the smallest member of the fashionably dressed and collectible VanderBear family of plush toys—at the Bear Necessities: The World of Muffy VanderBear display opening March 3 near The Strong Express Train.

See dozens of examples of Muffy through the years in a range of whimsical outfits, such as The Queen of Hearts and Princess and the Pea-themed Muffy. Meet some of Muffy’s pals, including her best friend, Hoppy VaderHare; her dog, Lulu MacFluff; and her cat, Purrfee. Also view holiday-themed Muffy’s, as well as ornaments and figurines.

Rev Up School-Break Week
Saturday, February 18–Sunday, February 26

Race into The Strong for activities celebrating powerful motorcycles. Peddle your way to victory on a special preschooler bicycle course. Test your movie-motorcycle knowledge by matching pictures of cinematic motorcycles and riders to the correct movies. Design and draw customized motorcycles. And discover how engineers ensure motorcycles have a smooth and fast ride as you explore the Hands-On Harley-Davidson™ exhibit.

* Timed tickets for superhero meet and greets must be picked up one hour before designated meeting time.

Media support from
One toy takes its riders to new heights, and the other two let the imagination soar. The simple, ancient swing; game-changing Dungeons & Dragons; and the other two let the imagination soar. The swing, Dungeons & Dragons; and the other two let the imagination soar.

Ancient cave drawings in Europe, carved figures from Crete, and ceramic vessels from early Greek document instances of humans on swings. In the 1700s, artists of French nobility depicted swinging as an amusement of high-born adults. By the 19th century, industrial processes made ropes and metal chains cheaply and in abundance. And almost anyone with a tree could fashion a swing for children playing in the yards of growing towns and cities. The playground movement of the early 1900s put swings in public spaces for children of nearby apartment buildings and tenements. In the mid-20th century, many Americans put freestanding, family-sized swing sets on their own sunny suburban lots—bringing the pleasures and freedom of swinging to the backyard.

In the 1970s, serious war games by Gary Gygax and Dave Arneson cast more than a few readers into virtual realities. But it also reflects a kind of turning point in culture, when dark futuristic and dystopian films first appeared. Rogers’ comments are a reflection of the ‘neo noir’ genre, paving the way for countless films by Scott and others since.”

The Strong’s American board game collection constitutes the largest diversified collection of such artifacts in a public institution in the United States. From ancient board games to modern classics, the museum’s board game collection demonstrates both the range and continuity of this important form of play, as well as the influences and trends of the popular culture that surrounded them.

World Video Game Hall of Fame

Nominations Open

Do you have a favorite video game that should be inducted in The Strong’s World Video Game Hall of Fame? Video game lovers across the globe are encouraged to nominate their favorite games for induction this May. Nominations may be made at worldvideogamehalloffame.org or by mail. Submissions for 2017 consideration must be received by March 6, 2017. Visit worldvideogamehalloffame.org to learn more about past honorees.

Mobile App

Showcases Must-See Artifacts

The Strong’s new mobile app — The Strong Museum Guide — offers guests an enhanced museum experience with features that include an easy-to-follow floor plan, a guide to The Strong’s daily events, exhibit descriptions, self-guided tours, and related content that helps guests more easily explore the museum’s more than 100,000 square feet of dynamic, hands-on exhibits and displays of world-renowned play-related artifacts.

A unique self-guided tour—“12 Must See Artifacts”—allows guests to discover a collection of toys, board games, and arcade video games that have revolutionized the world of play. Guests can journey to these rare items, which were selected by museum curators, and read or listen to brief synopses about their history, including the origins of Barbie, the inspiration for Tickle Me Elmo, and the legacy of Pong. The “12 Must-See Artifacts” tour is available in English, French, German, Mandarin, and Spanish. Some versions include an audio component.

Visit the Apple Store or Google Play to freely download The Strong Museum Guide.

Swing, Dungeons & Dragons, and Fisher-Price Little People Join National Toy Hall of Fame

One toy takes its riders to new heights, and the other two let the imagination soar. The simple, ancient swing; game-changing Dungeons & Dragons; and the colorful, creative Fisher-Price Little People became the latest inductees to The Strong’s National Toy Hall of Fame.

Fisher-Price Little People...
Interplay Entertainment Founder Donates Video Game Collection

Brian Fargo, influential video game designer and founder of Interplay Entertainment, recently donated hundreds of materials that document the history of Interplay and the development of many of its iconic games, including notable titles such as The Bard’s Tale and Battle Chess. The collection includes extensive materials chronicling the course of Fargo’s career at Interplay, which he founded in 1983, and includes materials that show how he ran the company and guided their game development. Examples from the collection are on view in the museum’s eGameRevolution exhibit.

“Interplay was one of the leading computer game software companies of its era, and it was a significant publisher of games and an incubator of programming talent,” says Jon-Paul C. Dyson, director of The Strong’s International Center for the History of Electronic Games. “The items in this collection provide a unique perspective at how one of the most influential gaming companies of the 1980s and 1990s made its games and ran its business.”

Fargo and three programming colleagues launched Interplay Entertainment (then Interplay Productions) in 1983 and produced their first published game, Mindbender. In 1984, they built a name developing role-playing video games, including The Bard’s Tales, for Electronic Arts. Later, they began to publish their own games, including Nemorancer and Battle Chess. In the late 1990s, they worked with other studios to develop the iconic Fallout, which launched the still-popular series, and Baldur’s Gate, which spawned an entire franchise of sequels and spin-offs.

“The items in this collection provide a unique perspective at how one of the most influential gaming companies of the 1980s and 1990s made its games and ran its business.”

Co-op Student Helps Preserve the History of Electronic Games

As part of its ongoing partnership with Rochester Institute of Technology, The Strong welcomes co-op students from the college to assist in efforts to preserve video game history. On board for the Winter 2017 semester is game design student Dylan Coats, whose primary responsibilities include video capture of video game play on a variety of platforms, including Apple II and Turbo Grafix 16 home game console. In conjunction with his work on game preservation, Coats will help produce multimedia assets, such as still images, audio, and video for The Strong’s new America at Play exhibit.

Rochester Institute of Technology recently launched the Video Game Design XSeries certificate program through eGameRevolution, the leading not-for-profit online learning destination. The series consists of five modules designed to teach students about the skills needed to be a successful video game designer. The first module, Video Game Design History, is co-taught by Jon-Paul Dyson, director of the museum’s International Center for the History of Electronic Games.

American Journal of Play Enhances Global Scholarship

The American Journal of Play, which The Strong launched in 2008, is an interdisciplinary publication that explores the history, science, and culture of play through a variety of academic perspectives. In 22 issues, the Journal has published more than 120 scholarly articles and 180 book reviews, in addition to nearly 30 interviews with such leading scholars and advocates of play as Thomas Gerrard, renowned theorist of the sociology of play; Alex Kasman, leading advocate for the Reggio Emilia approach to early-childhood education; and Terry Marks-Tarlow, pioneer of the use of play in psychotherapy.

More than 200 scholars in disciplines ranging from psychology and neuroscience to folklore and history, have contributed to the Journal and assisted The Strong in its efforts to increase awareness and understanding of the role of play in learning and human development and the ways in which play illuminates cultural history. These contributors have hailed from all over the United States and Canada, as well as across the world—including Norway, Scotland, Denmark, England, Germany, New Zealand, and Switzerland, among others—to share their research on the importance of play and the role it plays in learning and human development.

The American Journal of Play is published three times a year. View single issues free of charge and order print subscriptions at journalofplay.org.

Returning Scholar Investigates How Culture Effects Adult Play

Katriina Heljakka, published scholar and toy researcher at the University of Turku in Finland, will visit The Strong in February to interview her post-doctoral project, “Play and Mediation of Culture.” Heljakka is a past fellowship recipient (2011–2012), during which time, she conducted research for her doctorate program. Now, almost five years later, she returns to investigate the origins of toyification—a sociology term used to describe how ordinary adult objects have evolved from instruments of practicality to objects of play—and how Western culture is becoming increasingly toyified through technology, art, design, and fashion.

For two weeks, Heljakka will pour through The Strong’s PlayPlings Magazine Collection, 1893–2010, and explore its Toy Halls of Fame exhibit to study the history of iconic play artifacts. By examining such archival materials as the Stephen and Diane Clín Toy Catalog Collection, 1835–2014, and The Strong’s co-published Classic Toys: The National Toy Hall of Fame and other museum archives, she will analyze how these classic toys represent elements of toyiness in terms of popular culture and their association with childhood experiences.

The Strong partners with RIT on Video Game Design Program

The Strong partners with RIT on the Video Game Design Program to foster the development of the next generation of game designers and provide an opportunity for students to dig into the history of this vibrant field. The program allows students from the Rochester Institute of Technology to take classes through eGameRevolution—the leading not-for-profit online learning destination. The series consists of five modules designed to teach students about the skills needed to be a successful video game designer. The first module, Video Game Design History, is co-taught by Jon-Paul Dyson, director of the museum’s International Center for the History of Electronic Games.

The Strong’s support of RIT helps manage the museum’s eGameRevolution platform for managing archival information.

“The Strong’s Archives Catalog will help to facilitate research discovery within all of The Strong’s archival collections,” says Julia Novakovic, archivist at The Strong. “Whether people are interested in video game companies, pinball machines, board games, designer manuscripts, the history of play, or are interested in the ability to provide access to numerous archival materials containing incredible primary resources and historical content.”

Visit archives.museumofplay.org to learn more.

New Archives Catalog Enhances Play Research across the Globe

The Strong’s new Archives Catalog allows researchers to explore in-depth information about the archival collections housed in the Brian Sutton-Smith Library and Archives of Play, a multidisciplinary research repository devoted to the intellectual, social, and cultural history of play. Much like an online library catalog, scholars can explore more than 100 archival collections and individual manuscripts using keywords, or browse by collections, subject, or name in order to enhance research. These collections include archival materials related to the study of play, artifacts of play, and to video games and other electronic games. Currently, The Strong is the only institution in Western New York to make its archival collections accessible to the public on ArchivesSpace—a web-based platform for managing archival information.

“The Strong’s Archives Catalog will help to facilitate research discovery within all of The Strong’s archival collections,” says Julia Novakovic, archivist at The Strong. “Whether people are interested in video game companies, pinball machines, board games, designer manuscripts, the history of play, or are interested in the ability to provide access to numerous archival materials containing incredible primary resources and historical content.”

Visit archives.museumofplay.org to learn more.
The Strong Welcomes New President and CEO Steve Dubnik

The Strong welcomes Steve Dubnik as its new president and CEO in January. Dubnik succeeds G. Rollie Adams who retired after nearly 30 years of service this past December. (Adams, now president and CEO emeritus, will remain a consultant for the museum and assist with fundraising and act as an advisor on strategic museum development.)

“The Strong is world-renowned for its comprehensive artifact and archival collections, its unique mission, and its enriching and multi-generational play-based learning experiences,” says Dubnik. “I’m honored to take the helm of such an esteemed institution and look forward to furthering The Strong’s growing influence as a regional, national, and international destination.”

Prior to joining The Strong, Dubnik served as a museum trustee for 16 years. Additionally, he has more than 30 years leadership experience at telecommunications and technology companies such as OnCell Systems, Choice One Communications, and Frontier. He is an engineering graduate of MIT and holds an MBA from the University of Rochester’s William E. Simon Graduate School of Business Administration.

Dubnik is a long time Rochester-area resident who currently resides in Pittsford with his wife, Claire. They have two college-age children.

Members and guests will hear more from Dubnik in the spring issue of Pittsford with his wife, Claire. They have two college-age children.

Members and guests will hear more from Dubnik in the spring issue of Play Time.

The Strong Names New Officers and Trustees

The Strong is pleased to announce Laura Saxby Lynch as chairperson and David J. Burns as vice chairperson of its board of trustees. In addition, the museum elected three new trustees to its governing body: Enka Duthiers serves as assistant vice president for compliance & ethics and deputy general counsel in the Office of Legal Affairs at Rochester Institute of Technology. Previously, Duthiers was a senior associate at Nixon Peabody and a judicial law clerk for the New York State Court of Appeals. She lives in Pittsford.

Carla Fisher is director of product innovation, kids and family, at Netflix. Prior to that, Fisher served as a producer and researcher at Sesame Workshop and an associate director at PBS Kids Interactive. A former native of Syracuse, New York, Fisher now lives in Los Gatos, California.

Martin Jarzabowski is vice president, portfolio manager, and senior equity analyst at Federated Investors. He previously served as a senior operations manager for McMaster-Carr in New Jersey and as a legislative director assistant with the United States Senate Banking Committee. Jarzabowski resides in the downtown Rochester.

Museum Garners Local Acclaim

For the 15th year, readers of the Democrat and Chronicle named The Strong the gold standard for best museum in Rochester, and City Newspaper readers again distinguished the museum as Rochester’s best-family-friendy attraction. Additionally, Rochester & Genesee Valley Parent magazine awarded The Strong “Family Favorite Local Area Museum” based on votes from their readers, and KidsOutandAbout.com named The Strong the Top Place to Take Kids in the Rochester area for the 12th year. The Strong is honored to be the longtime recipient of these local “best of” accolades.

The Strong Welcomes Distinguished Guests

Students from Rochester Art & Flame Center donate a sculpture of play blocks created during a summer program for Rochester City School District students.

More than 20 members of the Fisher-Price team traveled to The Strong to see Fisher-Price Little People inducted into the National Toy Hall of Fame.

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The Strong Awards Grant for New Exhibit

The Strong was awarded a Museums of America grant of nearly $150,000 from the Institute of Museum and Library Services to support the creation of Pretend Playscape: Building Strong Minds. The exhibit will be located in the area that now houses Kid 2 Kid. The grant will help upgrade the current airport, stage, and post office areas and add new interactive play experiences.

New experiences in Pretend Playscapes include themed-settings that encourage role-play, such as a construction site in which guests can build a house using planks and chingles that move via pulleys and conveyor belts, and a toddler farmyard where they can engage in pretend play with toy tools and animals.

Pretend Playscapes is slated to open in 2018.

Thank You 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 Parrnett-Dwyer at 585-442-6353 or mpwyer@museumofplay.org.

Thank you to these new corporate partners and sponsors:

Upstate Special Needs Planning

Thank you to these corporate partners and sponsors for renewing their commitment:

Thank you for making The Strong’s Play Ball 2016 An Amazing Success!

On Friday October 21, more than 700 guests joined honorary co-chairs Dave & Margaret Burns and Family at the sixth annual Play Ball—Rochester’s most playful gala! Play Ball attendees enjoyed an evening of larger-than-life fun and festivities featuring creative cocktails, fantastic food, eclectic entertainment, amazing auctions, and a surprise around every corner—all to benefit The Strong. This year, Play Ball raised $278,000 in support for The Strong’s educational mission and outreach programs—making this year the most successful Play Ball to date. The museum is grateful for the generosity of all who supported Play Ball, 2016.

Many people don’t realize that the cost of providing the unique experiences offered by The Strong far exceeds the fees paid by members and guests. In fact, revenue from membership and admission covers less than a third of the museum’s annual operating costs. Proceeds from the Play Ball and gifts from donors help to make up that difference.

Special thanks to Play Ball 2016’s Honorary Co-Chairs Dave & Margaret Burns and Family and leading sponsors:

Simon Business School Sponsors Happiest Hour

The Strong is pleased to name Simon Business School as the first Presenting Sponsor of the Happiest Hour. Simon partnered with The Strong for the fourth Happiest Hour, held on December 7, 2016.

“I’ve had an amazing time at past Happiest Hours as an attendee and was impressed by the turnout of Rochester young professionals,” says Joshua Jacobs, Simon Business School’s assistant director of event management. “I immediately thought this would be an amazing fit for the Simon Games, an online business simulation competition which incorporates play into winning tuition scholarships to Simon Business School.”

“Like” The Strong’s Facebook page to receive information on future Happiest Hours at The Strong.
Can you find the FIVE differences between these two pictures of the Art Force 5?

Saturday & Sunday, January 7 & 8
Under the Sea
Dive in for ocean-themed activities. Meet the Pool-Poof Fish and a mermaid. Try on scuba gear, dig for buried treasures, and more.

Saturday & Sunday, January 7 & 8
Exhibit Closing: Dinosaurs: Land of Fire and Ice
Last chance to travel back in time and see how dinosaurs roamed the earth.

Saturday & Sunday, January 7 & 8
Exhibit Closing: The Force at Play
Last chance to learn how the Star Wars movie franchise revolutionized play and playthings.

Monday, January 9, 23 & 30
Storytime Club
Things that Go: zoom through tales about transportation.
10:30 & 11:30 a.m.

Monday, January 16
Celebrating Diversity
Celebrate the legacy of Dr. Martin Luther King, Jr. with performances by Bright Star Theatre, Art Foma Five, and local high school students from ROC2Change.

Friday, January 20
“Growing Up Harley-Davidson”
Hear childhood stories from Jean Davidson, granddaughter of founding Harley-Davidson member Walter Davidson, and enjoy a post-talk meet-and-greet and reception. Tickets are $15 and may be purchased at museumofplay.org.
7 p.m.

Saturday & Sunday, February 4
Mascot Madness
Meet favorite mascots from popular local sports teams and colleges.

Monday, February 6, 13, & 27
Storytime Club
Things that Go: zoom through tales about transportation.
10:30 & 11:30 a.m.

Saturday & Sunday, February 11 & 12
From the Scale of One: Little People
Meet Zoe, the smallest member of the Vanderbear family.
10:30 & 11:30 a.m.

February 18-26
Rev Up School-Break Week
Explore a special bicycle course, design a customized motorcycle, test your knowledge of movies featuring motorcycles, and explore the Hands-On Harley-Davidson™ exhibit.

Saturday & Sunday, March 4 & 5
Getting Silly with Dr. Seuss
Celebrate Dr. Seuss’s birthday with stories, crafts, and more.
11 a.m.–3 p.m. Saturday, 1 to 4 p.m. Sunday.

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Museum closes at 4 p.m.

Saturday & Sunday, March 18 & 19
Brains in Motion
Watch as a kinetic sculpture is built and detonated, marvel at intricate LEGO devices, and build your own chain-reaction device.

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Superheroes Weekend
Meet Spider-Man on Saturday from 10:30 a.m. to 5 p.m. and Captain America on Sunday from 12:15 to 4 p.m. See page 7 for meet-and-greet information.
The Strong® is a highly interactive, collections-based museum devoted to the history and exploration of play. As a 501(c)(3) not-for-profit educational organization, The Strong is funded in part by contributions and grants from individuals, corporations, foundations, and state and federal entities. It is home to the International Center for the History of Electronic Games, the National Toy Hall of Fame, the World Video Game Hall of Fame, the Brian Sutton-Smith Library and Archives of Play, the Woodbury School, and the American Journal of Play and houses the world’s largest and most comprehensive collection of historical materials related to play.

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

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

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### MUSEUM ADMISSION

**General Admission** (does not include admission to Dancing Wings Butterfly Garden): age 2 and older $14.50, under age 2 free, museum members free.

**Admission to Dancing Wings Butterfly Garden**: $4 per person for members, general admission fee plus $5 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 Saturday, March 4.

### 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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Woodbury School
Accepting Applications for 2017–2018 Year

Applications for the 2017–2018 year at The Strong’s Woodbury School are now 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 inspired by Reggio Emilia, a playful, innovative approach to teaching and learning that emphasizes collaborative exploration and inquiry, and align with New York State Learning Standards and Common Core Learning Standards.

Students 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.

Applications for enrollment in Woodbury School are taken on an ongoing basis and enrollment is offered on a first-come, first-served basis. Download an application and learn more at museumofplay.org/education or call 585-263-2700.