Exhibit Opens
January 20!

Page 2
All aboard! Thomas & Friends™: Explore the Rails—an exhibit based on the Island of Sodor from the beloved series Thomas the Tank Engine—roars into Rochester on January 20, 2018 for an exclusive stop at The Strong. Meet favorite steam engines like Thomas, Percy, and Gordon; explore the unique landscape of Sodor, which has held a special place in the hearts and imaginations of children for generations; and help Thomas and his friends solve a variety of math and science-based challenges.

Entering Sodor
Step through the exhibit portal—complete with a windmill, curving railway, and puffy clouds—and be transported to the industrial Island of Sodor. Take pictures with a giant Thomas the Tank Engine model (with buffers and coal bin) and then hop aboard to explore the train’s inner workings. Climb into the cab to pull the brake, whistle, and steam levers. Outside, step into a scene from the television series and take a picture with Thomas and Sir Topham Hatt, the head of the railway.

Knapford Station
Enter the bustling Knapford Station—the glass and steel heart of the Island of Sodor. On the platform, sort freight and baggage on to train cars, including crates, sacks, and livestock. Don a conductor’s uniform and sell tickets to various stops across the Island. Be sure to follow the instructions from Sir Topham Hatt to keep up with the train’s schedules. Race to adjust the three clocks to reflect whether trains will be early, late, or on-time.

Around the Island
Navigate your own train across Sodor at a sprawling train table that includes favorite stops such as Tidmouth Shed, Brendam Docks, the Rescue Station, and the Quarry. Create new routes with various track pieces and become an engineer by building bridges and buildings. Put mathematic skills to the test as you guide a train around a steep curve by adjusting its speed. At a nearby wall graphic, learn about the famous engines of Sodor (known affectionately as the “Steam Team”) and their different jobs.

Sodor Steamworks
Help Victor, the Steamworks manager, fix and improve the engines. Use oversized nuts, bolts, rods, and wrenches to fix the wobbly wheels on the green engine Percy. Learn about the parts of an engine and replace Percy’s old funnels, lanterns, and buffers. Then work with friends and family to load coal on a conveyor belt and pump water into Percy and get him ready to hit the rails. Once the steam whistle blows, Percy can chug again!

Sodor Tot Spot
The littlest explorers step into the rolling hills of Sodor and use eye-hand coordination to open doors, turn knobs, and slide trains along a track.

Engine Driver’s Common Room
Explore a retrospective of Thomas the Tank Engine that celebrates the rich history and evolution of the books, television shows, and toys from the 1940s to the present. See images chronicling each important era in Thomas’s past; models from previous television series, such as the original British live-action series; original drawings and manuscripts from creator Rev. W. Awdry; and a collection of other memorabilia.

Thomas & Friends: Explore the Rails remains on view through May 6, 2018. For opening weekend activities, please see page 6.

Produced by
Minnesota Children’s Museum

Local media support from
WXXI Spectrum

© 2017 Gullane (Thomas) Limited. Thomas & Friends™: Explore the Rails is created by Minnesota Children’s Museum, presented by Fisher-Price and sponsored by 3M.
Out of the Vault and into the Spotlight

With more than 460,000 items and counting, The Strong is home to the world’s largest and most comprehensive collection of toys, dolls, board games, video games, other electronic games, books, documents, and various historical materials related to play. Dr. Christopher Bensch, who served as primary curator on the museum’s Out of the Vault exhibit now on view in the museum’s central gallery, shares his thoughts about the exhibit:

How did the curatorial team decide which artifacts to display?

With so many thousands of artifacts to choose from, it was a challenge to select a handful of objects to represent each of eight areas of the museum’s holdings. The exhibit team needed to identify visually striking artifacts that created both a sense of range and depth of the collection. We also needed to make sure our star items fit within the spatial constraints of the casework, which was a bit like figuring out what should go into a time capsule. The result provides a glimpse of the astonishing riches of The Strong’s behind-the-scenes collection, set against photographic backdrops that further illustrate the eight primary collection areas—tools, dolls, games, puzzles, video games, arcade games, library, and archives.

What’s the most unique artifact in the exhibit?

One of the most unique items in this exhibit is undoubtedly the handmade Monopoly set, dated 1937. Although Parker Brothers began commercially producing the board game two years earlier, it wasn’t uncommon for families during the Great Depression to construct their own homemade versions of Monopoly that included names of properties from their hometown. A boy named Lester McAllister, Jr. crafted the homemade Monopoly set on display, partly to amuse his two younger sisters and perhaps because his family did not have the financial means to purchase a mass-produced set. His mother helped with the board’s artwork, and Lester chose the properties—from his home town of Oak Park, Illinois—to feature in the game.

What artifact is your favorite to come out of the vault?

When it comes to a single favorite object, I’m a fan of the Tiger Pull strength-testing machine from the late 1800s. I appreciate envisioning what it would have been like to drop a coin into the slot, muster all your energy, and then yank the tiger’s tail—which triggered a ferocious roar. What a way to show off to your friends or a date! I’m also delighted that this exhibit gives the museum an opportunity to showcase a selection of the impressive holdings of The Strong’s Brian Sutton-Smith Library and Archives of Play. The research library and archives, located on the museum’s third floor, holds an impressive array of more than 187,000 books, documents, and visual materials.

How does the exhibit inform play research and illuminate cultural history?

The Strong’s collections include a blend of representative and typical objects and resources, combined with rare and exceptional artifacts and documents. All the items contribute to the museum’s capacity to describe and explore the ways that play has both evolved and persisted throughout American history. The items in Out of the Vault help us tell the story of how everyday people have played across the years and reveal some of the fascinating twists and turns along that path.
UPCOMING PROGRAMS & EVENTS

ROYAL BALL

Saturday & Sunday
February 10 & 11

Sound the trumpets! Come dressed in your most regal attire and join the Queen of Play for dancing, pageantry, and lively music.

Complete a quest and be knighted by the queen, dance to sprightly tunes and soaring melodies from Nonsuch Early Music Ensemble, and enjoy a “feast” at the royal banquet table. Visit the Fairy Godmother and enjoy presentations from magazine editor Otto M. Railfan & Railroad and learn about the 60-year restoration effort on a former Rochester subway car. Create a paper engineer hat or popsicle stick puppets to fix Percy’s wobbly wheels, and more.

Storybook Celebration School Break

Saturday, February 17–Sunday, February 25

Enter the pages of your favorite beloved tales! Take pictures with popular literary characters such as Little Red Riding Hood, Thing 1 and Thing 2, and more! Monday through Friday from 11 a.m. to 2 p.m. Enjoy story readings in Storybook Theater at 11:30 a.m. All week long, boost your vocabulary skills with word dominoes, story tiles, and other games.

Puppy Love

Saturday, February 3

Fall head-over-paws in love on a day dedicated to man’s best friend! Shake paws with lovable Biscuit the dog from Alyssa Satin Capucilli’s book series. Meet retired racing dogs from Greyhound Adoption of Greater Rochester and therapy dogs from Lollypop Farm. Learn about the Tail Waggin’ Tutors program—a community initiative that allows children to practice reading aloud to dogs in Rochester public libraries—and visit trained dogs from the program. Learn about pet first aid with staff from Monroe County Veterinary Association. Check out the program. Learn about pet first aid with staff from Monroe County Veterinary Association.

Thomas & Friends™: Explore the Rails Opening Weekend

Saturday & Sunday
January 20 & 21

Meet favorite steam engines Thomas, Percy, Gordon, and others! Explore the unique landscape of Sodor and help Thomas and his friends solve a variety of math and science-based challenges. Dress up as a conductor, guide a Thomas and his friends solve a variety of math and science-based challenges. Dress up as a conductor, guide a Thomas & Friends: Explore the Rails opens one hour early for museum members on opening weekend. See page 3.

Healthy Kids Day

Saturday, March 3

Run, hop, or slide into the museum for a day filled with fitness fun and hands-on activity staff from the YMCA of Greater Rochester for activities centered around fitness, sports, and healthy habits. Pose for photos with the Tooth Fairy, enjoy camp-themed games such as archery, and discover new activities to get you moving, including martial arts, Caribbean drumming, and hip-hop dancing. The youngest fitness gurus can enjoy special toddler activities in Storybook Theater. Take a break and relax with yoga.

Imagination Destination!

Saturday & Sunday, March 10 & 11

Celebrate the opening of The Strong’s newest permanent exhibit, Imagination Destination! Don a construction worker’s vest to inspect the city pipes, soar to the moon in a rocket ship, climb into a cockpit to pilot a rescue helicopter, and more. Opening weekend only, meat and pie with staff from an astronaut, construction worker, and woodland fairy.

Superheroes Weekend

Saturday & Sunday, March 24 & 25

Soar into The Strong for a hero-filled weekend, and don’t forget your camera! Meet two of Marvel Comic’s official superheroes—Spider-Man swings in on Saturday from 10 a.m. to 5 p.m. and Captain America muscles in on Sunday from noon to 4:30 p.m.

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

All weekend long, visit with Princess Prisco from the PBS Kids show Super Why! Take pictures with members of The Superhero Alliance of Western New York, a volunteer group of costumed entertainers that helps raise funds and awareness for area charities. Create a headband to transform into your favorite superhero. Budding cartoonists can receive drawing and writing tips from professional artists and check out their original art.

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

www.museumofplay.org

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6 PLAY TIME - Winter 2018

7
Containers and gave them to his son for testing, eventually developing a baseball in the cramped space of their backyard (especially without...)

About Wiffle Ball:
A retired semi-pro baseball player in 1950s suburban... creates a toy with infinite aeronautical possibilities.

It similar, scale wise, to the materials out of which actual airplanes are... Paper's high strength and density make... These defining moments helped lead to the purported...early 19th century, Sir George Cayley identified four primary forces—lift, drag, weight, and thrust—which eventually helped the Wright Brothers first... Artist and inventor Leonardo DaVinci sketched and designed flying creations using parchment in the 15th century. Later, in the early 19th century, Sir George Cayley identified four primary forces—lift, drag, weight, and thrust—which eventually helped the Wright Brothers first... Artist and inventor Leonardo DaVinci sketched and designed flying creations using parchment in the 15th century. Later, in the early 19th century, Sir George Cayley identified four primary forces—lift, drag, weight, and thrust—which eventually helped the Wright Brothers first... Artist and inventor Leonardo DaVinci sketched and designed flying creations using parchment in the 15th century. Later, in the early 19th century, Sir George Cayley identified four primary forces—lift, drag, weight, and thrust—which eventually helped the Wright Brothers first... Artist and inventor Leonardo Da Vinci sketched and designed flying creations using parchment in the 15th century. Later, in the early 19th century, Sir George Cayley identified four primary forces—lift, drag, weight, and thrust—which eventually helped the Wright Brothers first...

About paper airplane:
The mystery is solved! The simple, soaring paper airplane... are the latest inductees to the National Toy Hall of Fame. Soon, it was producing millions of Wiffle Balls each year. The Wiffle Ball slowed the game, shrunk the playing field, and presented a new challenge to pitchers. It took flight in 1903. These defining moments helped lead to the purported...early 19th century, Sir George Cayley identified four primary forces—lift, drag, weight, and thrust—which eventually helped the Wright Brothers first... Artist and inventor Leonardo DaVinci sketched and designed flying creations using parchment in the 15th century. Later, in the early 19th century, Sir George Cayley identified four primary forces—lift, drag, weight, and thrust—which eventually helped the Wright Brothers first... Artist and inventor Leonardo DaVinci sketched and designed flying creations using parchment in the 15th century. Later, in the early 19th century, Sir George Cayley identified four primary forces—lift, drag, weight, and thrust—which eventually helped the Wright Brothers first... Artist and inventor Leonardo DaVinci sketched and designed flying creations using parchment in the 15th century. Later, in the early 19th century, Sir George Cayley identified four primary forces—lift, drag, weight, and thrust—which eventually helped the Wright Brothers first... Artist and inventor Leonardo DaVinci sketched and designed flying creations using parchment in the 15th century. Later, in the early 19th century, Sir George Cayley identified four primary forces—lift, drag, weight, and thrust—which eventually helped the Wright Brothers first...

Paper Airplane, Wiffle Ball, and Clue Inducted into National Toy Hall of Fame

The paper airplane, Wiffle Ball, and Clue entered the National Toy Hall of Fame at a special ceremony at The Strong on November 9, 2017. View examples in the Toy Halls of Fame exhibit on the museum’s second floor. To learn more about previous inductees or to nominate a toy for 2018 consideration, visit toyhalloffame.org.

Renowned Game Developer and Storyteller Donates Materials
Lori Hopping, game designer, publisher, and author of more than 30 children’s books, recently donated an assortment of materials that chronicle her career in the educational game industry, beginning in 1982. The collection includes board game prototypes, electronic games, and an assemblage of educational magazines that showcase Hopping’s eminent status as an editor and writer at Scholastic, Inc., and content creator and executive design development director at Aristoplay, a publisher of quality educational games for kids and families.

Many of Hopping’s publications include games, toys, and activities for kids to explore history, science, and nature. She has also written numerous children’s books that investigate crimes using forensic science. Today, Hopping operates her own content development company, Hopping Fun Creations.

“The breadth and depth of Lori’s career is staggering and really speaks to her talents as a writer and game designer,” says Shannon Symonds, ICHG’s curator and the leader of The Strong’s Women in Games Initiative. “She created board games, card games, electronic games, and so much more. As a writer, she always has a focus on education and great storytelling. Additionally, many of her games were meant to be played by the whole family, so she integrated various levels of understanding and difficulty to make the games fun and challenging for all ages. These are great additions to our collection.”

Hopping’s collection of materials enhances the museum’s Women in Games initiative—a program that documents and celebrates the crucial contributions of women to the electronic games industry, past and present.

Library and Archives to Inform Scholar’s Research
Daniele Almeida, published author and expert on toys as discourse, visited The Strong. In her new book, she explores how cultural use toys, cards, and dolls, to influence child behaviors and identities. For one week in October, Almeida worked alongside the museum’s curators and Library Team, exploring The Strong’s extensive collection of dolls and archival materials related to artifacts of play. Almeida’s research is part of a larger project that examines the textual and contextual meaning of dolls through linguistic representations and the interpretation and storytelling.

The Strong also welcomed eight undergraduate students from Catawba College in Salisbury, North Carolina, who were conducting research on a variety of topics as part of their history of video games class. Students poured through the museum’s collection of archival materials related to video and other electronic games to inform their research on the development of open-world games and 3D graphics, and the use of diegetic sound and game peripherals.

Acquisition Chronicles First Coin-Op Video Game Maker
The Strong received a donation of artifacts, including photographs, a scrapbook, schematics, marketing materials, and diagrams related to Nutting Associates (1946-1977), the first manufacturer of coin-operated video games. The company’s 1971 Computer Space—designed by later Atari co-founders Nolan Bushnell and Ted Dabney—was the first commercial arcade video game. “Few records and materials still exist from Nutting Associates, so these rare artifacts help paint a fuller picture of the company that first introduced coin-operated video games,” says Jere Saucer, assistant vice president for interpretation and electronic games. “The materials will prove invaluable to scholars and researchers who want to study the development of the video game industry, and they will help the museum to better tell this important story in future exhibits and displays.”

Nutting Associates formed in 1946 after founder Bill Nutting acquired the patent for EDE.

Teaching Machines: Knowledge Computer—a multiple choice, question-and-answer machine. Redesigned a year later as Nutting’s Computer Quiz. It went on to be the first arcade game believed to run on solid state electronics. Nutting Associates followed this with the launch of Computer Space in 1971, an arcade game inspired by the 1962 mainframe computer game Spacewar! Although Computer Space wasn’t considered a commercial success, it acted as a blueprint for the coin-operated video games that followed.

“While little remembered today, Bill Nutting was a bold entrepreneur, and Nutting Associates changed the video game landscape,” says librarian, researcher, and blogger Alex Smith who compiled and donated the materials. “The Strong’s International Center for the History of Electronic Games is the prime institution preparing and interpreting the history of the electronic games industry, and I am delighted that they will be maintaining this collection for future generations.”

The materials strengthen The Strong’s unparalleled holdings of materials related to coin-operated video games, such as Computer Space, which is on view in the museum’s esamuelrevolution exhibit (1971); Computer Space Ball (1973); Table Tennis (1973); and Two-Player Computer Space (1973).

World Video Game Hall of Fame
Nominations Sought
Do you have a favorite video game that should be enshrined in the World Video Game Hall of Fame? Video games forever are encouraged to nominate their favorite games for induction this May. Nominations may be made at worldvideogamehalloffame.org and submissions for 2018 consideration must be received by February 28, 2018. Visit worldvideogamehalloffame.org to learn more about past honorees.
Leading the Way in Digital Games Preservation

Launched in 2009, The Strong’s International Center for the History of Electronic Games (ICHEG) collects, studies, and interprets video games, other electronic games, and related materials and the ways in which electronic games are changing how people play, learn, and connect with each other. As video games evolve and become increasingly digital in nature, though, preserving this type of play has become more complex.

"ICHEG is a leader in the field of electronic game preservation and houses the world’s most comprehensive collection of video games and related materials," says Jon-Paul Dyson, director of ICHEG. "But, now, games are more ephemeral in nature, and more than half of them are launched only in a digital format—meaning there’s nothing to physically collect and preserve. It’s incumbent upon us to be at the forefront of tacking the question of how to preserve something born digitally. Otherwise, we risk these materials being lost to history forever."

In August, the museum hired Andrew Borman as its first digital games curator to help address these challenges. Borman, who holds a master’s degree in information sciences, brings a wealth of experience to the museum—nearly 10 years of working to preserve unreleased video games. He also possesses the technical skillset to help the museum set the standard in digital preservation and practices.

Dyson says, “With Andrew’s help, The Strong seeks to answer the question of how to ‘collect’ a purely digital game like Angry Birds or how to preserve the original version of an ever-evolving online game like World of Warcraft. Otherwise, we’re faced with a massive loss of historical memory. It’s our mission to be at the leading edge of efforts to ensure these materials are accessible to future generations.

Borman, along with other team members, will first work to digitally preserve the rarest and most-at-risk objects in The Strong’s 60,000-artifact video game collection, particularly those materials on unstable formats like floppy disks and CD-ROMs. They will then work on developing the practice of saving games born only in a digital format, allowing for the most influential and engaging titles to be preserved.

The Strong Welcomes Distinguished Guests

Members of The Strong’s team welcome representatives from Sesame Workshop. Debby Lomelo and Jennifer Party fourth and fifth from left respectively.

Woodbury School Celebrates 12 Playful Years

In September, The Strong’s Woodbury School celebrated its 12th year of providing students a Reggio-Emilia-inspired curriculum—a playful, innovative approach to teaching and learning that emphasizes collaborative exploration and inquiry. As part of the curriculum, students and teachers are encouraged to work together to plan the school year’s activities and create projects among the museum’s interactive exhibits.

Woodbury School offers both a preschool program for three- and four-year-old children and early kindergarten program for four- and five-year-old children. Students 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 for the 2018-2019 academic year are now being accepted. Enrollment is offered on a first-come, first-served basis. Families can now apply online, or download an application at museumofplay.org/education. For more information, call 585-263-2700.

Museum Welcomes New Trustee

Nan Hildebrandt, former executive director at Geva Theatre Center, has been elected to The Strong’s board of trustees. Hildebrandt has more than 20 years of experience serving in leadership roles at other not-for-profit organizations in the Rochester region, including the Rochester Philharmonic Orchestra, where she held the position of president and CEO. She also served as a faculty member for the Arts Leadership Program at Eastman School of Music for nearly two decades. In addition to The Strong’s board, Hildebrandt is a board member of the Hochstein School of Music and Dance and a renowned philanthropist.
Delta Air Lines Renews Support of The Strong

The Strong is honored to announce Delta Air Lines as the official airline of the museum for a second year. As the largest air carrier in New York, Delta Air Lines helps The Strong’s 550,000 annual visitors from all 50 states and around the world—experience the museum’s one-of-a-kind collections and playful, interactive exhibits. The partnership with Delta Air Lines also provides generous financial support for the museum’s ongoing public programming and Play Ball fundraising events.

“We are so appreciative of Delta Air Lines’ support to bring rich programming to guests year-round,” says Hillary Bobys, director of foundation and corporate relations. “The Strong’s public programs provide unique opportunities for families to explore the museum’s mission of play and the ways in which play encourages learning, creativity, and discovery.”

The Happiest Hour Returns March 7

The Strong will host its next Happiest Hour, presented by Simon Business School, on Wednesday, March 7 from 5:30 to 9:30 p.m. The Happiest Hour is a ticketed, after-hours fundraiser and museum experience for “big kids” age 21 and older. Proceeds from The Happiest Hour help to support The Strong’s overall educational mission and community outreach programs.

Guests will enjoy a cash bar featuring the local beers of Rocs Brewing Co. while exploring two floors of hands-on, interactive exhibits. The evening will feature a dance party with music by DJ J-Hop from Break-Through Entertainment, craft tables, and gaming in the eGameRevolution and Pinball Playfields exhibits.

Visit museumofplay.org/happiesthour to purchase tickets and for more fun details about The Happiest Hour.

Presented by

SIMON BUSINESS SCHOOL
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Grossman Joins The Strong’s Institutional Advancement Team

The Strong is pleased to announce the addition of Andrew Grossman as the museum’s advancement officer. Prior to joining the museum, Grossman served as director of development in the office of regional development at the University of Rochester and vice president for development and marketing at the Alzheimer’s Association. He received his MBA in finance from Fordham University.

In his new role, Grossman leads major gifts and fundraising efforts to develop donor relationships among prospects and build the museum’s individual donor base to support The Strong’s educational mission.

The Strong Receives Grant to Preserve Endangered Media

The Strong was awarded a $9,093 grant from the Rochester Regional Library Council to help preserve endangered media related to the development and study of video games. The project will focus on the preservation of items such as personal papers, design documents, business records, and other unpublished materials that shed light on the impact video games have had on American culture.

“Video games are the most important media of the 21st century—they affect how people play, learn, and connect with each other. Through this project, The Strong seeks to demystify the daunting aspects of preserving their history by establishing a model for assessing endangered media and preserving it to ensure future access,” says Beth Lathrop, director of library and archives.

Corporate Partners and Sponsors Make a Difference

Across our community, organizations are investing in The Strong by becoming corporate partners and museum sponsors. Their support provides important resources to broaden The Strong’s reach and bring the power of play to more children and families each year.

To learn how your organization can make a difference at The Strong and receive wonderful benefits for your employees, please contact Hillary Bobys at 585-410-6302 or hobys@museumofplay.org.

Thank you to the following companies for renewing their commitments:

- School Library System of Genesee Valley
- Delta Air Lines, Inc.
- Dalzell’s Hearing Centers

Thank You for Making The Strong’s Play Ball 2017 A Success

On Friday, October 6, more than 650 guests joined honorary co-chairs, the Costanza family, for The Play Ball—Rochester’s most playful gala!

“As a family committed to improving and investing in our city, we are proud to support The Strong—one of Western New York’s most treasured and unique cultural attractions,” says Jim and Andrea Costanza.

Play Ball 2017 raised more than $285,000 in support of The Strong’s educational mission and outreach programs, making the event the most successful Play Ball to date.

“Many people don’t realize that revenue from membership and admission covers less than a third of the museum’s annual operating costs. Proceeds from the Play Ball—as well as gifts from generous donors—help to make up that difference so The Strong can continue to deliver unique programming and educational opportunities,” says Lisa Feinstein, vice president for institutional advancement.

Special thanks to the Costanza family and to Play Ball 2017’s leading sponsors:
Make your own door hanger!  
Cut out and color a really useful door hanger.

Winter 2018

Programs underwritten in part by Delta official airline of The Strong.

CALENDAR OF EVENTS

JANUARY

Saturday & Sunday, January 6 & 7
Beyond the Sea
Say hello to Mermaid Tony, delight in performances by the HappyPTiles, and enjoy island-themed crafts and games. Presented by Zimmel Group.

Monday, January 8
Storytime Club
Fitness Fun: muscle in for tales about eating healthy and getting active.

Monday, January 15
Celebrating Diversity
Celebrate the legacy of Dr. Martin Luther King, Jr. Enjoy performances of African folklore, learn about baseball’s Jackie Robinson, and more.

Saturday & Sunday, January 20 & 21
Exhibit Opening: Thomas & Friends: Explore the Rails
All aboard for the opening of Thomas & Friends! Learn about Rochester’s railroad history, meet a railway director, use rods and wrenches to fix Percy’s wobbly wheels, and more.

FEBRUARY

Saturday, February 3
Puppy Love
Shake paws with lovable Biscuit, meet refined racing dogs, craft a Valentine for your pet, and more.

Monday, February 5
Storytime Club
Build It: dig into construction-themed stories about trucks, buildings, and more.

Saturday, February 10 & 11
Royal Ball
Come dressed in your most regal attire and join the Queen of Play for dancing, pageantry, lively music, and more.

Saturday, February 17–Sunday, February 18
Storybook Celebration School Break
Meet and take photos with popular literary characters, delight in story readings, and enjoy themed games and activities.

Monday, February 26
Storytime Club
Build It: dig into construction-themed stories about trucks, buildings, and more.

MARCH

Saturday, March 3
Healthy Kids Day
Run, hop, or slide into the museum for a day filled with fitness fun. Presented by The Strong and the YMCA of Greater Rochester.

Monday, March 5
Storytime Club
Silly Stories: enjoy books featuring tongue twisters and quirky rhymes.

Friday, March 9
Eastman Community Music School Performances
Delight in a short performance followed by a question and answer session. 6 p.m.

Saturday & Sunday, March 10 & 11
Imagination Destination
Dive into a world of pretend play. Explore imaginative spaces—including a public works area, nickel ship, theater, and more.

Saturday & Sunday, March 10 & 11
Puppy Love
Don’t miss this ticketed, after-hours fundraiser for “big kids” age 21 and older. 5:30 to 9:30 p.m.

Monday, March 12
Storytime Club
Silly Stories: enjoy books featuring tongue twisters and quirky rhymes.

Monday, March 19
Storytime Club
Silly Stories: enjoy books featuring tongue twisters and quirky rhymes.

Saturday & Sunday, March 24 & 25
Superheroes Weekend
Meet Spider-Man on Saturday and Captain America on Sunday.* All weekend long, visit with Princess Presto from Super Why! “*Free timed tickets required. See page 7 for details.

Monday, March 26
Storytime Club
Silly Stories: enjoy books featuring tongue twisters and quirky rhymes.

Hamster Princess: Of Mice and Magic
By Ursula Vernon
For younger readers
The 12 dancing mouse princesses are under a spell that keeps them dancing every night, each one wearing out her silk shoes by morning. No prince has been able to break the spell and if it is not broken soon, the princesses will be trapped forever. Harriet, her faithful battle owl, Muffet, and her poncho of invisibility are the kingdom’s only hope! (Located in Reading Adventuresland’s Fairy Tale Forest.)

The Way Toys Work
By Ed and Woody Sobey
For older readers
Curious minds will love the diagrams and illustrations that describe how favorite toys such as the Magic 8 Ball, Etch A Sketch, Wiffle Ball, Nintendo Entertainment System, and Big Mouth Billy Bass work! Each entry has a brief history of the toy and its inventor and a list of recommended reading for older readers.

The Toy Halls of Fame
located in the Toy Halls of Fame exhibit.)

Advertising

www.museumofplay.org
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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MUSEUM ADMISSION
General Admission (does not include admission to Dancing Wings Butterfly Garden): age 2 and older $15, 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. Tickets may be purchased 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 opens at noon on January 1, 2018.

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 Garners Acclaim
For the 16th 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-friendly attraction. KidsOutandAbout.com also named The Strong the Top Place to Take Kids in the Rochester area for the 13th year.
Readers of the Rochester Business Journal and Daily Record named The Strong the number one cultural attraction. Additionally, Canadian Traveller magazine called the museum a “Top US Destination for 2017.”
The Strong is honored to be a recipient of these “best of” accolades.