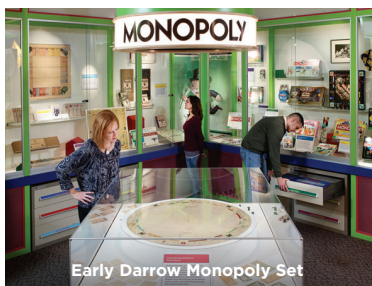


# Some Museums Make You Think— Ours Will Also Make You *Giggle!*



Toy Halls of Fame



Early Darrow Monopoly Set



Dancing Wings Butterfly Garden



Pinball Playfields

**Wow your group and FIT clients with a museum experience like no other!** Include a stop at The Strong—Western New York's largest cultural attraction—and explore two floors of playful exhibit spaces spanning more than a city block. Discover the world's largest collection of toys, dolls, and games; test your skills on classic arcade video games; leap into the world of American comic book heroes; play in a retro pinball arcade; walk among hundreds of free-flying butterflies; and so much more!

Located in New York's Rochester Finger Lakes region, the museum is easily accessible from Niagara Falls and other U.S. and Canadian destinations.

## Open nearly every day of the year, The Strong offers:

- Ample, free motor coach parking
- Free Wi-Fi
- ATM
- Gift shop
- Spacious food court (vouchers available) and vintage American diner
- Guided tours and foreign translators\*
- Catering facilities for up to 330 people\*
- Self-guide experiences translated into several languages
- Costume character greeting\*
- Mobile app with enhanced content

**Call (585) 410-6359 to book your visit or inquire about group tour packages!**



\* With advanced notice. Fees may apply.

## 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.

**Closed Thanksgiving Day  
and Christmas Day**

## Travel Times

**Baltimore, MD**—6 hours  
**Boston, MA**—6 hours  
**Cleveland, OH**—4 hours  
**Columbus OH**—6 hours  
**Erie, PA**—3 hours  
**Harrisburg, PA**—4.5 hours  
**Hudson Valley (Albany, NY)**—3.5 hours  
**Montreal, Canada**—5.5 hours  
**Newark, NJ**—5.5 hours

**New York, NY**—5.5 hours  
**Niagara Falls, USA**—1.5 hours  
**Ottawa, Canada**—4.5 hours  
**Philadelphia, PA**—5.5 hours  
**Pittsburgh, PA**—4.5 hours  
**Syracuse, NY**—1.5 hours  
**Toronto, Canada**—3 hours  
**Washington, DC**—6.5 hours

# Top Reason to Visit New York's Finger Lakes Region...

—Frommers.com

## The #1 Rochester Attraction

—TripAdvisor.com

## Acres of Fun

—Toronto Sun

### The Strong National Museum of Play Group and FIT Experiences

Net or tiered pricing options available for groups and FIT travel.



#### General Admission

**(ADM)** Explore America's cultural history at The Strong—the nation's museum of play! Inside discover the world's most comprehensive collection of toy, dolls, and games,

and two floors of hands-on, intergenerational fun. Experience includes general museum admission.



#### General Admission Plus

**(ADM-P)** Add a stop at *Dancing Wings Butterfly Garden* to your general admission package and walk among more than 1,000 brilliantly colored, free-flying tropical and

native butterflies. ADM-P includes museum orientation (for groups), general admission, butterfly garden admission, 5 game tokens, and a 10% discount to the museum shop.



#### Guided Tour Plus

**(TOUR-P)\*** Enjoy a 45-minute guided tour of the museum's vast exhibit spaces and learn the history behind some of the world's most iconic artifacts of play such as

early, handmade Monopoly sets; Thomas Edison's Talking Doll; the first LEGO sets; Barbie No. 1; and more. Tour the National Toy Hall of Fame, World Video Game Hall of Fame, and *Dancing Wings Butterfly Garden*. Experience includes general museum admission, plus 5 game tokens and a 20% discount to the museum shop.



#### Behind-the-Scenes

#### *Dancing Wings Butterfly Garden Experience*

**(DWBG)\*** Enjoy a 20-minute experience in *Dancing Wings Butterfly Garden*, then enter a private space for a

20-minute presentation about the garden's flora and fauna with museum live collections staff. Experience includes general museum admission, plus 5 game tokens and a 20% discount to the museum shop.



#### VIP Behind-the-Scenes Experience (VIP)\*

After a 15-minute museum orientation, explore museum spaces seldom seen by the public. Choose from a 30-minute behind-the-scenes with a museum

curator amid the world's largest collection of toys, dolls, and games or a video-game-lovers expedition that includes access to The Strong's International Center for the History of Electronic Games laboratory. Experience includes general museum admission, plus 5 game tokens and a 20% discount to the museum shop.

#### The museum provides the following complimentary services for tour operators:

- General admission for escort and drivers accompanying groups of 35 or more
- Brochures, images, and video
- Group check-in
- Itinerary planning
- Site visits

\* Advanced reservations and group minimums apply.



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the strong  
NATIONAL MUSEUM OF PLAY