



NEWS RELEASE

One Manhattan Square • Rochester, New York 14607
Phone 585-263-2700 • Fax 585-263-2493 • www.museumofplay.org

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For Immediate Release

Contact: Susan Trien, 585-410-6359 strien@museumofplay.org

National Toy Hall of Fame® Final Nominees Announced by Strong National Museum of Play® in Rochester, NY

2009 Inductees to Be Named November 5

ROCHESTER, New York—Which of America's favorite toys will take their honored places in the National Toy Hall of Fame® this year? Can Playing Cards make the cut? Will Nintendo Game Boy® score big? Can Sidewalk Chalk scrape by?

Strong National Museum of Play today announced the twelve final nominees being considered for 2009 induction into the National Toy Hall of Fame®: The Ball, Big Wheel, Cabbage Patch Kids®, Game of Life®, Hot Wheels®, Nintendo Game Boy®, Paper Airplane, Playing Cards, Rubik's Cube®, Sidewalk Chalk, Toy Tea Set, and Transformers®.

Only two of the twelve finalists will make it into the prestigious hall, joining such toy luminaries as Barbie®, Mr. Potato Head®, and the Atari® 2600 Game System.

The National Toy Hall of Fame receives thousands of toy nominations via mail and email annually. **The final 2009 toy inductees, to be chosen by a National Selection Committee, will be announced at a press conference on Thursday, November 5, and a major weekend public celebration will follow at Strong National Museum of Play on Saturday, November 7 and Sunday, November 8.**

The National Toy Hall of Fame® at Strong National Museum of Play® recognizes toys that have engaged and delighted multiple generations, inspiring them to learn, create, and discover through play. Criteria for induction include: *Icon-status* (the toy is widely recognized, respected, and remembered); *Longevity* (the toy is more than a passing fad and has enjoyed popularity over multiple generations); *Discovery* (the toy fosters learning, creativity, or discovery through play); and *Innovation* (the toy profoundly changed play or toy design).

To date, the following forty one toys have made it into the National Toy Hall of Fame: Alphabet Blocks, Atari® 2600 Game System, Barbie®, Baby Doll, Bicycle, Candy Land®, Cardboard Box, Checkers, Crayola® Crayons, Duncan® Yo-Yo, Easy-Bake® Oven, Erector® Set,

2—Toy Nominees Announced

Etch A Sketch®, Frisbee®, G.I. Joe™, Hula Hoop®, Jack-in-the-Box, Jacks, Jigsaw Puzzle, Jump Rope, Kite, LEGO®, Lincoln Logs®, Lionel® Trains, Marbles, Monopoly®, Mr. Potato Head®, Play-Doh®, Radio Flyer® Wagon, Raggedy Ann & Andy™, Rocking Horse, Roller Skates, Scrabble®, Silly Putty®, Skateboard, Slinky®, Stick, Teddy Bear, Tinkertoy®, Tonka® Trucks, and View-Master®.

Anyone can nominate a toy for induction into the National Toy Hall of Fame. An internal museum Advisory Committee comprised of curators, educators, and historians reviews the submitted nominations and determines which toys meet the criteria for selection. A National Selection Committee then reviews the list of toys that meet the criteria. Each National Selection Committee member votes for his or her top toy picks for induction. The votes are then tallied, with the toys receiving the most votes making the cut for induction into the National Toy Hall of Fame.

Playthings, the leading trade magazine covering the children’s toy industry in the United States, is a national media partner of the *National Toy Hall of Fame*® at Strong National Museum of Play®. Founded in 1903, *Playthings* offers the most current and in-depth information and news on toy manufacturers, retailers, licensing, products, and people. *Playthings* is published by Reed Business Information, the largest business-to-business publisher in the United States.

Strong National Museum of Play® is the nation’s only museum devoted solely to the study of play as it illuminates American popular culture. Known for its family-friendly, interactive exhibits and world-renowned collections (including the world’s largest collection of toys, games, and dolls), the museum is the second largest children’s museum in the nation and the largest year-round family attraction in Upstate New York.

For more information on Strong and the National Toy Hall of Fame visit www.museumofplay.org.

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Strong National Museum of Play®, located in downtown Rochester, New York, is the only museum in the world devoted solely to the study of play as it illuminates American culture.

Museum Hours:

Monday–Thursday, 10:00 a.m. to 5:00 p.m.; Friday and Saturday, 10:00 a.m. to 8:00 p.m.; Sunday, 12:00 noon to 5:00 p.m.

Admission Fees:

General Admission (does not include admission to *Dancing Wings Butterfly Garden*®): Adults \$10.00; Seniors \$9.00; Children (2–15) \$8.00; Children younger than two free; Strong members free.

Admission to *Dancing Wings Butterfly Garden*®:

General Admission fee plus \$1.50 for members, \$3.00 for nonmembers; Children under 2 free. Entry is by timed ticket only. Please call 585-263-2700 to reserve and purchase tickets.