



2023 Year in Review

In 2023, The Strong National Museum of Play opened a transformative, 90,000-square-foot expansion—part of the all-new Neighborhood of Play in Rochester, NY. The expansion includes three major exhibits dedicated to electronic games—*ESL Digital Worlds: High Score* and *Level Up*, and *Age of Empires*—along with the outdoor *Hasbro Game Park* and many other new experiences and programs. Here are some highlights from this monumental year for The Strong!

ROCHESTER REGION:

373,808

NEW YORK STATE
(other than Rochester)

129,737

NATIONAL &
INTERNATIONAL
143,546

Achieved the
highest museum
attendance ever—

**nearly
650,000
guests—**

on pace to meet the
museum's goal of
nearly one million
guests by 2026.



3 Issues
published
of the
*American
Journal
of Play.*



**Generation Two grew from
11 to 22 area classrooms,**
bringing regular one-on-one play
to more than 500 students.

Completed Powered by Play:
A Campaign for The Strong –

**raising \$75 million
for the expansion project.**



**Served more
than 80,000
guests** through
community outreach
programs.

**Raised more than
\$460,000** at the annual
Play Ball fundraising gala—
a new record!



Served more than 100 preschool and pre-K
students in The Strong's recently renovated
and expanded onsite Woodbury School.

Nearly **9,000 students** were wel-
comed for school lessons, field trips, and
theme days.



**OPENED TRAVELING
EXHIBITS** including
Black Dolls and
War Toys: Ukraine.

3 Online exhibits were
launched, including two in
honor of Black History Month.



the **strong**
NATIONAL MUSEUM OF PLAY

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Hosted “Gaming for All: A Women in Games Celebration”

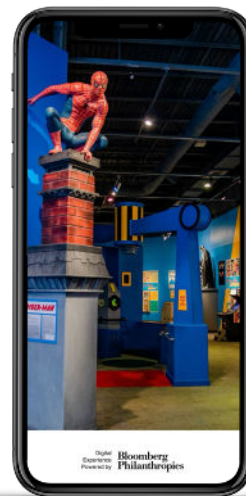
to recognize the contributions of under-represented groups to the video game industry.



Generated more than 5 billion media impressions including broadcast segments on ABC’s *Good Morning America* and *CBS Saturday Morning*.



Added hundreds of items to the museum’s National Archives of Game Show History and opened a display celebrating the late Bob Barker’s 100th birthday.



Joined
Bloomberg Connects
A free arts & culture app.

Honored Toy Industry Hall of Fame inductees: **Rose O’Neill** (Kewpie Dolls), **David Ring** (Larami Corporation), **John Lloyd Wright** (Lincoln Logs), **Ronnen Harary, Anton Rabie and Ben Varadi** (Spin Master), **Mary Couzin** (ChiTAG & People of Play), **John McLoughlin** (McLoughlin Brothers)



Welcomed more than 500 students

from the Rochester City School District to “Get in the Game!”, a free educational event sponsored by Take-Two Interactive that introduced kids to careers in the video game industry.



NATIONAL TOY HALL OF FAME INDUCTEES:

Cabbage Patch Kids, Fisher-Price Corn Popper, baseball cards, and NERF

WORLD VIDEO GAME HALL OF FAME INDUCTEES:

Barbie Fashion Designer, Computer Space, The Last of Us, and Wii Sports

Grew library and archive holdings to **235,618 items.**
Grew the museum collections to more than **535,000 objects.**