



NEWS FROM THE OFFICE OF
ADAM J. BELLO
MONROE COUNTY EXECUTIVE

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**MONROE COUNTY EXECUTIVE ADAM BELLO OPENS THE
EXPANDED STRONG MUSEUM OF PLAY AREA AT THE
FREDERICK DOUGLASS GREATER ROCHESTER
INTERNATIONAL AIRPORT**

Strong Museum adds a variety of new interactive exhibits

ROCHESTER, NY — Monroe County Executive Adam Bello and Strong Museum of Play President & CEO Steve Dubnik today cut the ribbon on the expanded Strong Museum of Play area at the Frederick Douglass Greater Rochester International Airport (ROC). Located in Concourse A, the play area now provides more than 1,000 square feet of themed, interactive exhibit space, including new glass barriers, flight-themed décor, additional artifact cases, photo opportunities, playful digital interactive games, and updated seating.

"The Strong Museum of Play is a local treasure and a globally recognized must-see for tourists and visitors to our area," **said County Executive Bello**. "The expanded exhibit in Concourse A, along with the existing Strong Museum area in Concourse B, is the perfect way to both welcome travelers and visitors to our community and to give families something to enjoy while waiting for a flight. Thank you to Steve Dubnik and the Strong Museum for this investment in ROC. It's one reason the USA Today Readers' Choice poll voted ROC a top ten small airport nationally for three consecutive years."

"This expanded play space offers travelers a fun and welcoming introduction to Rochester while showcasing what makes The Strong National Museum of Play an international tourist destination," **said Strong president and CEO Steve Dubnik**. "We're grateful to Monroe County and the Frederick Douglass Greater Rochester International Airport for helping bring more play to families and travelers passing through Concourse A."

Travelers can also take pictures with a larger-than-life sculpture of Mr. Potato Head, arriving at ROC with his suitcase and spare parts in tow, ready to explore the city. The play area includes two new, major digital interactive experiences:

(More)

- **Paper Race:** An interactive race game where players compete head-to-head or against the clock. It features a paper airplane-themed controller and a large display.
- **SkyCrafter:** Players can personalize their own custom flyer by selecting design options for color, patterns, stickers, and aerial tricks, then launch their flyer into the massive 16' x 7' overhead airspace.

The new area also features a large-scale toy dump truck, toy trivia and memory games, and a Twister-inspired floor game. Toys associated with flight, like the paper airplane, are presented in two new themed display cases within the expanded play area.

The existing Strong Museum of Play area in Concourse B features classic arcade games, a table tennis console game, an information kiosk, and artifact display cases of iconic games.

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