



Cheryl Dinolfo

Monroe County Executive

For Immediate Release

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DINOLFO: NEW STRONG NATIONAL MUSEUM OF PLAY ZONES CLEARED FOR TAKEOFF AT ROC AIRPORT

Airport project will feature new interactive play zones modeled after The Strong's National Toy Hall of Fame, World Video Game Hall of Fame; Free for the enjoyment of all ROC visitors

Monroe County Executive **Cheryl Dinolfo** today announced that Monroe County is partnering with The Strong National Museum of Play to feature two new interactive play zones at the Greater Rochester International Airport (ROC). The exhibits, which will be installed as components of the County's ongoing ROC Airport Revitalization project, will be free of cost to all who travel in and out of the airport.

*"The Strong National Museum of Play is an anchor destination in our region, attracting more than 550,000 visitors annually from all 50 states who help to support local jobs and our economy," said **Dinolfo**. "We are thrilled that as part of our ongoing ROC renovation project, we will be bringing the quintessential Strong experience to our airport for the enjoyment of all travelers who are young at heart. I thank Strong Museum President Dubnik for his support of this family-friendly, first-in-the-nation partnership that will help put our airport on the map."*

Through the partnership, The Strong National Museum of Play will design, construct, and maintain two playful, educational, and interactive play zones for airport travelers, one in each concourse, that focus on international brands unique to Rochester—The Strong's National Toy Hall of Fame® and World Video Game Hall of Fame®.

*"The Greater Rochester International Airport is the gateway to our community, and we're honored to work with their team to provide travelers from near and far a dynamic airport experience that leverages two of Rochester's most unique, international brands—The Strong's National Toy Hall of Fame and World Video Game Hall of Fame," says **Steve Dubnik**, The Strong's president and CEO. "These two zones will bring the joy and educational benefits of play to passengers of all ages coming into and departing our region."*

Highlights of the all-ages play zones will include:

World Video Game Hall of Fame®	National Toy Hall of Fame®
Artifact cases showcasing iconic games	Artifact cases of classic toys
Table Tennis Console game	Large-scale toy dump truck
Classic arcade games	Toy trivia and memory games
Information Kiosk	Twister-inspired game

- more -

The National Toy Hall of Fame® play zone will be near the Concourse A rotunda adjacent to a planned diner. The World Video Game Hall of Fame® play zone will be near the Concourse B rotunda adjacent to a planned bar and grill. The interactive play zones will be complete by October 2018 – the Upstate Airport Economic Development & Revitalization project deadline.

The project was approved at the February meeting of the County Legislature. Construction will begin in June and is slated for completion by the end of the summer travel season.

For weekly updates about the Airport renovation, visit www.rocrenovation.com, and for more information about The Strong National Museum of Play, visit www.museumofplay.org.

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