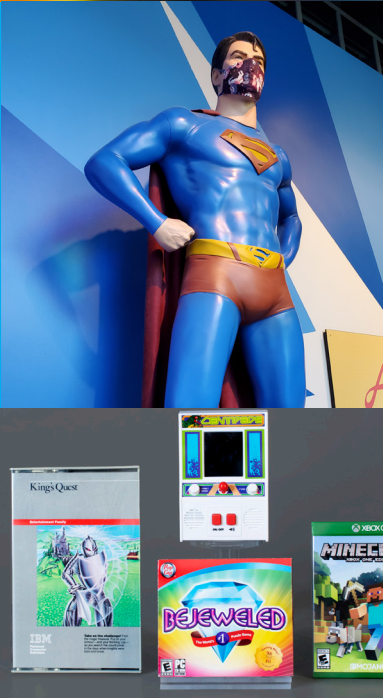




2020 at The Strong National Museum of Play

2020 was a challenging year for everyone—but also a year filled with hope and gratitude for our friends, supporters, and the communities we serve, both regionally and nationally.

Discover how the museum continued to fulfill its mission despite the challenges of the COVID-19 pandemic.



Learn more about the museum's key accomplishments:

As we worked to provide the services our audiences needed to help cope with the pandemic, The Strong also remained committed to maintaining the long-term stability of museum programs and initiatives—including the expansion and the development of the Neighborhood of Play.

PANDEMIC RESPONSE

- Implemented new museum-wide safety protocols
- Reopened safely after a three-month closure
- Offered dozens of virtual programs and crafts for families during lockdown
- Served more than 175,000 guests onsite safely (of a planned 600,000+ pre pandemic)
- Launched The Strong School Club to assist families with remote learning
- Through a combination of budget cuts and strategic furloughs, navigated a \$5.8 million revenue loss resulting from the pandemic

MUSEUM EXPANSION

- Completed construction of a 1,000 car parking garage
- Reached nearly \$42.5 million committed toward \$60 million campaign
- Completed planning for museum expansion while partners continued construction on Neighborhood of Play
- Worked toward groundbreaking on expansion building in spring 2021

VIDEO GAMES

- Inducted *Bejeweled*, *Centipede*, *King's Quest*, and *Minecraft* into the World Video Game Hall of Fame
- Announced a partnership with Kongregate to preserve the history of Adobe Flash games
- Published four new online exhibits through Google Arts and Culture
- Received key donations from game designers Michael and Muffy Berlyn, Bethesda founder Chris Weaver, Bill Fisher (Quicksilver), veteran game designer Doug Whatley, Denise Chaudhari, and Joshua and Lisa Marks (Learning Company)
- Partnered with the National eSports Association on a museum *Minecraft* build

LIBRARY AND ARCHIVES

- Received primary source materials from the LGBTQ Game Archive to document the history of lesbian, gay, bisexual, transgender, and queer content in video games
- Surpassed more than 225,000 volumes in the library collection
- Acquired the Parker family papers
- Added Women in Games related materials from Carol Shaw, Ruth Leavitt Fallon, and Denise Chaudhari
- Made papers from pioneering game designer Don Daglow available to researchers

TOYS

- Inducted Baby Nancy, Sidewalk Chalk, and Jenga into the National Toy Hall of Fame
- Collected hundreds of bubble toys, Matchbox cars, action figures, and other artifacts
- Acquired key toys and games to enhance the representation of diversity in toys through the years
- Opened a display called *Millennial Madness: Toys that Shaped a Generation* highlighting playthings from the 1990s
- Following the 2019 induction of the coloring book into the National Toy Hall of Fame, acquired an 1830 paint book that is one of the earliest examples of the form
- Opened *Material Girl: Inside the Closet of America's Favorite Doll*, which features one outfit from Barbie and her friends for every year since her introduction in 1959
- Celebrated Toy Industry Hall of Fame inductees from Colorforms, Little Tikes/Step2, and Playmates

COLLECTIONS AND SCHOLARSHIP

- Surpassed more than 515,000 collection items
- Performed more than 300 conservation treatments
- Published three issues of the *American Journal of Play* and a book by noted play scholar Thomas Henricks

Learn how you can contribute to our mission. Contact Lisa Feinstein at lfeinstein@museumofplay.org