

March 11, 2019

For Immediate Release

Shane Rhinewald, 585-410-6365, srhinewald@museumofplay.org

Noelle McElrath-Hart, 585-410-6325, nmcelrath@museumofplay.org

Happiest Hour Returns to The Strong® Museum on April 11

ROCHESTER, NY—Adults age 21 and older are invited to enjoy fun in the sun during **The Strong's Happiest Hour** (<https://www.museumofplay.org/support/special-events/happiest-hour>) **on Thursday, April 11 from 5:30 to 9:30 p.m.** All proceeds from this event support The Strong's educational mission and community outreach programs.

Delight in tropical-themed crafts and activities, including ring toss and a summer selfie scavenger hunt. Enjoy a sampling of bar-style snacks courtesy of Salena's Mexican Restaurant and cash bars featuring the local beers of Roc Brewing Co. The evening also features a limbo competition, dance party with DJ Naps from BreakThrough Entertainment, and more.

Journey through the museum and play through two floors of interactive exhibits. Leap into the world of superheroes in *American Comic Book Heroes: The Battle of Good vs. Evil*, play classic video games in *eGameRevolution* and *Pinball Playfields*, and step up to a 20-foot bubble tower in *Toy Halls of Fame*.

Admission to [Dancing Wings Butterfly Garden](https://www.museumofplay.org/exhibits/dancing-wings-butterfly-garden) (<https://www.museumofplay.org/exhibits/dancing-wings-butterfly-garden>) is only \$3 per person during Happiest Hour. (Entry to the garden ends at 8:40 p.m. The butterfly garden closes at 9 p.m.)

Admission is limited to guests 21 years of age or older. Photo ID is required. Tickets are \$15 and must be purchased in advance at [museumofplay.org/happiest-hour](http://www.museumofplay.org/happiest-hour) (<http://www.museumofplay.org/happiest-hour>). Current museum members can purchase tickets for \$12. VIP packages are available for \$150 and include four tickets to the Happiest Hour, a private table, concierge food service, 40 game tokens, and four tickets to *Dancing Wings Butterfly Garden*. Ticket availability is limited. Ticket sales are final and not refundable. Bar accepts cash and major credit cards. ATMs are available on site. Free parking is available in the museum lot on a first-come, first-served basis.

The event is made possible by The Strong Play Makers Leadership Council, a volunteer group of young professionals, and generous sponsors: Salena's Mexican Restaurant, Roc Brewing Co., Roc House Brands, Sugary Delights, All Occasions Catering, *CITY Newspaper*, Yelp Rochester, 98 PXY, and Breakthrough Entertainment.

Home To: [International Center for the History of Electronic Games](#) | [Brian Sutton-Smith Library and Archives of Play](#) | [National Toy Hall of Fame](#) | [American Journal of Play](#) | [Woodbury School](#)