



**WOMEN IN TOYS**  
TOYS • LICENSING • ENTERTAINMENT

**the strong**  
NATIONAL MUSEUM OF PLAY

## **WOMEN IN TOYS AND THE STRONG NATIONAL MUSEUM OF PLAY ANNOUNCE ESTABLISHMENT OF THE WIT COLLECTION**

*Archive Collection Documents Contributions of Women in the Toy Industry*

**February 15, 2016 - New York, NY** – As part of its 25<sup>th</sup> Anniversary celebration, [Women in Toys, Licensing & Entertainment \(WIT\)](#), in partnership with [The Strong National Museum of Play](#), announces the establishment of **The WIT Collection** – archived materials that will document, preserve and make accessible the many ground-breaking contributions made to the Toy Industry by women inventors, designers, manufacturers, marketers and newsmakers. These curated archival contributions will be announced on an annual basis as part of WIT’s new Member Emeritus Program.

The archives will be housed in the Brian Sutton-Smith Library and Archives of Play at The Strong in Rochester, New York. The collection will include sketches and drawings, notebooks, correspondence, research notes, prototypes, production samples and digital assets from WIT Emeritus Members that will help advance general understanding and research on the toy development process in creating the best play experiences for children of all ages.

“The Strong museum is delighted to partner with Women in Toys to preserve important archival materials from its members and to share those holdings with scholars and the general public,” says The Strong’s Vice President for Collections, Christopher Bensch. “The Strong’s Brian Sutton-Smith Library and Archives of Play is the premier repository for documentation on the history of play and playthings, and we’re grateful to WIT for its commitment to enhancing the library’s holdings in such significant ways.”

This multi-year initiative will be spearheaded by WIT co-founders Anne Pitrone and Susan Matsumoto, who will curate the annual WIT Emeritus contributions, work hand-in-hand with the archival staff at The Strong, and report directly to the WIT Board.

“The WIT Collection is a great opportunity to further celebrate and acknowledge the many accomplishments made by women in our industry,” says WIT co-founder Anne Pitrone. “We are very excited to work in partnership with The Strong on this initiative.”

Membership Emeritus will be a lifetime WIT membership that includes an invitation to participate in The WIT Collection at The Strong. Qualifications for earning Emeritus Membership will include having responsibility for the creation and/or execution of successful toys, or having ownership of an important collection of papers, drawings, samples or digital assets.

### **[About \(WIT\) Women in Toys, Licensing & Entertainment](#)**

Founded in 1991, Women in Toys, Licensing & Entertainment (WIT) is the leading global professional women’s organization dedicated to providing its members with a collaborative, supportive environment, and a networking foundation to help them create solid business alliances in the toy, licensing and entertainment industries. Through the WIT Foundation, a 501(c)(3) organization, WIT empowers young women by granting scholarships to students enrolled in college undergraduate programs focusing on toy design/development, engineering, entrepreneurial studies, and other industry-related programs. WIT has chapters throughout the U.S., Australia, Canada, Finland, Germany, Hong Kong, Lebanon and the United Kingdom. Follow us on **Twitter**, **Facebook** and **LinkedIn**.

### [About The Strong®](#)

The Strong is a highly interactive, collections-based museum devoted to the history and exploration of play. It is one of the largest history museums in the United States and one of the leading museums serving families. The Strong houses the world's largest and most comprehensive collection of historical materials related to play and is home to the International Center for the History of Electronic Games, the National Toy Hall of Fame, the World Video Game Hall of Fame, the Brian Sutton-Smith Library and Archives of Play, the Woodbury School, and the *American Journal of Play*. Together, these enable a multifaceted array of research, exhibition, and other interpretive and educational activities that serve a diverse audience of adults, families, children, students, teachers, scholars, collectors, and others around the globe.

The Strong's Brian Sutton-Smith Library and Archives of Play® is a multidisciplinary research repository devoted to the intellectual, social, and cultural history of play. In addition to housing the personal library and papers of its preeminent namesake, the 187,000-volume research library and archives holds a full spectrum of primary and secondary sources, including scholarly works, professional journals, other periodicals, trade catalogs, children's books, comic books, manuscripts, personal papers, business records, and more.

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