



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Frank Luzi  
Director of Media Relations  
215-581-3171

[fluzi@pleasetouchmuseum.org](mailto:fluzi@pleasetouchmuseum.org)

**PLEASE TOUCH MUSEUM TO HOST EXPECTANT PARENT  
BOOTCAMP ON SATURDAY, JANUARY 22, 2011**

**PHILADELPHIA, PA** – So you left the hospital with your baby, but do you really know what to do next? Where's the instruction manual? Please Touch Museum®, the Children's Museum of Philadelphia, is partnering with *Save-A-Tot* and *Family Wellness Solutions* to present Expectant Moms (and Dads) Bootcamp, a program to help answer some of the many questions and concerns on the minds of expectant parents. Future moms and dads can gather information and sample the newest baby products on Saturday, January 22, from 10:00 a.m. - 1:00 p.m.

“We're excited for the opportunity to present this program to future parents and address their concerns about what to expect when a newborn arrives,” said Laura Foster, President & CEO of Please Touch Museum. “Starting a family is one of the most exciting times in a couple's lives and we're hoping this event helps make that transition as seamless and stress-free as possible.”

Highlights of the program include:

- Infant 101, covering all the basics from how to put your baby to sleep, how to swaddle your baby, breastfeeding basics and more
- Ten Things Nobody Talks About Before Baby (But We Will!)
- Keeping Intimacy Alive: Communication Tools for Every New Parent
- To Pack or Not to Pack? What You Need to Have for Your Trip to the Hospital
- From Glass Top to Foam Trim: Preparing Your Home for a New Arrival

All sessions in the program will be lead by Certified Childbirth Instructor Pamela S. Brawer, R.N., CCE and Licensed Clinical Social Worker and Parenting Coach, Donna Ellenbogen M.S. Ed, LCSW, plus special guest speakers. The event will also serve as an introduction to Please Touch Museum's new *Wellness Mama* series, which begins in February, 2011. The six-week program will support new moms in their roles as baby's first teacher and first playmate, utilizing museum exhibits to direct new parents in their children's developmental journey.

Bootcamp will also allow expectant parents to gather information and sample the new baby products, including bottles, sippy cups and pacifiers from **Born Free**; on-the-go changing pads from **Patemm Pad**; breastfeeding supplies and fashion from **Yummy Mummy**; formula choices from **Meade Johnson**; modern baby products and toddler

gear from **Boon**; strollers and travel gear from **Baby Jogger**; and baby registry ideas from **Buy Buy Baby**.

Tickets are \$50 per person or \$90 per couple and include a continental breakfast buffet, swag bags and chances at hundreds of dollars worth of door prizes. Tickets may be purchased online at <http://www.pleasetouchmuseum.org/events/bootcamp/>.

###

**Please Touch Museum® at Memorial Hall, Fairmount Park** is dedicated to enriching the lives of children by providing learning opportunities through play. Recognized locally and nationally as one of the best children's museums, Please Touch is open Mondays through Saturdays from 9 a.m. until 5 p.m. and Sundays 11 a.m. -5 p.m. Admission is \$15 for adults and children age one and over. Children under one are free. For more information, please call 215-581-3181, or visit [www.pleasetouchmuseum.org](http://www.pleasetouchmuseum.org).