



FOR IMMEDIATE RELEASE

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**PLEASE TOUCH MUSEUM CELEBRATES ITS 2ND BIRTHDAY AT
MEMORIAL HALL WITH \$40 DISCOUNT ON MEMBERSHIP**

It's our birthday, but the gift is for you

PHILADELPHIA, PA - Please Touch Museum®, the Children's Museum of Philadelphia, has welcomed more than one million visitors since moving to Memorial Hall in October 2008. To celebrate its 2nd birthday in its new home, Please Touch is welcoming new members into the family with a limited-time discount on museum membership.

The museum is offering \$40 off all new and renewed memberships through Wednesday, November 24, 2010. The discounted prices are:

4-Person Basic Membership: ~~\$150~~ **\$110**

6-Person Explorer Membership ~~\$180~~ **\$140**

6-Person Premier Membership: ~~\$220~~ **\$180**

Childhood memories are made each day at Please Touch Museum. "Our members visit again and again because there are so many experiences in the museum they can't do it all in one day," said Laura Foster, President & CEO of Please Touch Museum. "Each visit to the museum is like a first for a child, because a child learns best when they repeat an activity again and again. Please Touch is a child's inaugural museum experience, where they can see their first theater show, make their first work of art, hear their first concert, and learn while playing with their families and other kids from all backgrounds. Museum membership is a gift that celebrates childhood and introduces children to a lifetime of arts and culture experiences."

Please Touch Museum members receive unlimited visits for 12 months as well as discounts in the Kids Store and Please Taste Café, discounted birthday parties and carousel rides, as well as free parking and invitations to exclusive member-only events throughout the year. The next such event is a Members Shopping Night at the Kids Store on Thursday, Nov. 18, when members can get a start on their holiday shopping and receive 30% off all purchases.

Please Touch Museum opened its newly renovated and expanded museum at Memorial Hall in Fairmount Park on Saturday, October 18, 2008. The new museum, housed in the last major building remaining from the 1876 Centennial Exhibition, offers a huge array of interactive,

hands-on learning opportunities for little ones and their families. New exhibits, some old favorites, a collection of Philadelphia Childhood Treasures and a century-old Dentzel Carousel join together with Memorial Hall's rich history and architecture to create a unique family destination.

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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 Monday through Saturday 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.