

FOR IMMEDIATE RELEASE
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**ENCHANTED COLONIAL VILLAGE KICKS OFF THE HOLIDAY SEASON
AT PLEASE TOUCH MUSEUM**
**Scenes from the Enchanted Colonial Village on display
November 20, 2009–January 3, 2010**

PHILADELPHIA, PA — Please Touch Museum kicks off the holiday season with an annual trip back in time to the Village—the Enchanted Colonial Village! Since 2001, Please Touch has invited families to relive holidays past and make new memories as they visit this classic Philadelphia attraction. Visitors can see the Bakery, Blacksmith Shop, Toymaker, Tailor Shop, Village Store, and Watchmaker, along with a scene displaying a family enjoying a holiday dinner.

“The Village has been a part of Philadelphia’s annual holiday tradition for over 40 years, and we are excited to once again share the magic and motion of holidays past with children and their families at Please Touch Museum,” says Nancy Kolb, President and CEO of Please Touch Museum.

Each year, parents visit Please Touch with fond memories of seeing the Enchanted Village as a child, and now bring their own children to discover its magic for the first time. Ten million Philadelphians and out-of-town guests visited the display of 18 original Enchanted Colonial Village scenes—then called “Enchanted Christmas Village”— at the Lit Brothers department store at 8th and Market Streets from 1962 until 1975.

After Lit Brothers filed for bankruptcy protection in 1977, the search for a new local display venue started. Determined to keep this local tradition a part of Philadelphia’s holiday celebrations, the Sun Oil Company (Sunoco) purchased it during Lit’s liquidation sale in hopes of keeping it in the city. The Village was displayed at locations like Longwood Gardens in Kennett Square, the Smithsonian Institution’s Office of Horticulture, and the Atwater Kent Museum until Please Touch Museum took ownership of the nine remaining Village scenes in 2000. Since taking over ownership of this Philadelphia tradition, Please Touch Museum has made great efforts in restoring each figure and setting to their original beauty.

As in most neighborhoods this time of year, there’s a lot going on in the Colonial Village...Families can take a peek into the busy Bakery where three bakers work feverishly filling the Village’s orders for holiday breads. Their counters, rolling pins and hands are coated in flour as they mix, knead and shape loaves of bread.

The Blacksmith’s environment is made up of tools, an anvil, glowing “fires” and leather and brass horses’ tackle. Visitors will watch the Blacksmith teach his young apprentice the proper workshop skills and catch a glimpse of the Blacksmith’s cat meowing and dog barking at each other from the rooftop, all taking place within a background of clanking metal sounds.

In the Village Store, there is plenty of shopping going on. You’ll notice the shopkeeper helping a customer who is preoccupied with a hungry dachshund as it tries to chomp one of her purchases. Other patrons include a family with two small children and a little girl who is enjoying a bit of jam, right from the jar! Baskets of goods can be found on the counter and jars of everything you can imagine are stocked on the shelves.

Together, these scenes make for wonderful intergenerational learning and memory sharing. Parents with fond memories of seeing the Enchanted Village as a child can now bring their own children to discover its magic for the first time.

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Please Touch Museum will be **CLOSED** Thanksgiving Day and Christmas Day.

The museum will close at 3 p.m. on Wednesday, December 24.

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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 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.