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## PLEASE TOUCH MUSEUM'S KIDS STORE IS THE ONE-STOP SHOP FOR HOLIDAY GIFTS

PHILADELPHIA, PA— The holidays are just around the corner and Please Touch Museum®'s Kids Store has you covered for fun, educational and exhibit-themed toys for toddlers, children and even grownups! From popular HEXBUG Nano sets to the Zoobie Pets, PlayFloam, Centennial history memorabilia, Please Touch Museum-branded merchandise and 12-month Museum Memberships, the museum's Kids Store has it all.

“The holiday shopping season can be stressful for many parents, but Please Touch Museum makes the experience that much easier,” says Beth Kirk, Director of Retail Operations. “Whether you're looking for the hot new toy or that classic toy, book or game you grew up with as a kid, our Kids Store offers exclusive playthings you won't find in your average toy store.”

Please Touch Museum's Kids Store is also a featured participant in the American Specialty Toy Retailing Association's (ASTRA) “Neighborhood Toy Store Day” on Saturday, November 13, 2010. Celebrating the importance of local and independent toy retailers, this special event will help kick off the holiday shopping season with displays of toys you won't find anywhere else in Philadelphia!

Highlights include...

- Give the gift that lasts all year long with a Please Touch Museum Membership! All Memberships are \$40 off through Wednesday, Nov. 24. Basic membership rates start at \$110 and include 12 months of unlimited museum visits for four people, FREE parking, discounts in the Kids Store and Please Taste Cafe, and invitations to exclusive ‘Members Only’ events throughout the year.
- Give the animal lover in your family a miniature family of their own with Calico Critters, amazingly detailed plush animals (Families, \$27; Critter House, \$60; Twins, \$10; Playsets, \$23).
- After visiting Please Touch Museum's *Space Station* exhibit, blast your imagination into orbit at home with dress-up costumes (Astronaut, Mission Control and others, \$50).

- The HEXBUG Nano is a miniature robot that moves like a real bug! Available in various colors, the HEXBUG Nano is *the* toy this holiday season (Nano, \$10; Starter Set, \$15; Nano Habitat, \$30).
- Draw your way to the finish line with the Doodle-Track Car, a car that follows any track you make with a blue or black marker (\$18.50).
- A plush toy that doubles as a pillow and a fleece blanket, Zoobie Pets are popular with girls and boys! Available in many varieties including: cats, dogs, Mr. Happy, Little Miss Sunshine and Olivia from Ian Falconer's book series (\$40, all varieties).
- Turn your very own artwork into a lasting memory by transforming it into a permanent art piece! MyMasterpiece, IlluStory, MyCalendar and PlateWorks art sets allow you to turn your art into a poster, storybook, calendar or plate (MyMasterpiece, \$21.95; IlluStory, \$21.95; MyCalendar, \$17.95; PlateWorks, \$19.95).
- Fill the air with music with the Quercetti SaxoFlute! Use this 16-piece set to build your own musical instrument (\$12.50).
- Please Touch Museum-branded merchandise (adult, children and toddler sizes available), including T-shirts, baseball hats, lunch bags, mugs, key chains, sippy cups, utensils and more.
- Share the history, technology and innovation of the 1876 Centennial Exhibition with Centennial history gifts: Ornaments (\$7), books (\$20-\$30 range), coffee mugs (\$9), postcards (.75 ¢) and pennants (\$5).
- Gift certificates and admission tickets to Please Touch Museum are also available on site.

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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](http://www.pleasetouchmuseum.org).