

FOR IMMEDIATE RELEASE

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PLEASE TOUCH MUSEUM ANNOUNCES WINNERS OF 25TH ANNUAL BOOK AWARD

2010 winners to be honored at ceremony on April 23 at Please Touch Museum,
followed by book signing and author meet-and-greet

PHILADELPHIA, PA— 2010 marks the 25th Anniversary of Please Touch Museum's Book Award, the only award of its kind presented by a children's museum to honor the publication of quality books for young children. Since 1985, the Book Award has highlighted unique and innovative examples of storytelling for children in two categories based on the age of the museum's visitors, kids ages seven and under. The award is given to books that are imaginative, exceptionally illustrated, and that help foster a child's life-long love of reading. The founding sponsor of the Book Award is *The Albert M. Greenfield Foundation*.

"We are thrilled to announce two outstanding children's books, along with an exciting array of literacy programming in celebration of the 25th Anniversary of Please Touch Museum's Book Award," says Please Touch Museum's President and CEO Laura Foster. "Helping a child discover the joys of reading and storytelling by recognizing high-quality books is one of the ways we hope to start our young visitors onto the path of learning."

This year's winners are:

Ages 3 and Under Category:

Higher! Higher!

Written and illustrated by Leslie Patricelli

Ages 4 to 7 Category:

Spoon

Written by Amy Krouse Rosenthal and illustrated by Scott Magoon

Higher! Higher! shows how any normal activity like swinging on a swing set can be transformed into something extraordinary in your imagination. From the swing set to the stratosphere, the young girl in Patricelli's book is propelled higher and higher, passing rooftops, mountain climbers, airplanes, rockets carrying unexpected cosmonauts, and into space itself. The joyous story ends with one word: Again!

Leslie Patricelli is the beloved author of a colorful variety of children's books, including her trio of board books about opposites: *Yummy Yucky*, *Big Little* and *Quiet Loud*. *Higher! Higher!* was selected as a Boston Globe-Horn Book Awards Honor Book. One of her latest books, *Birthday Box*, has been selected one of the Best Books for Children and Teens by the Chicago Public Library.

Spoon tells the story of a little spoon that is not quite happy with his lot in life (or at least his lot in the cutlery drawer). He's really jealous of fork. And look at knife! Knife is so cool; he gets to cut through food. And chopsticks are neat and exotic. With the help of his Mom and Dad, Spoon gradually learns what makes him unique and special, and he begins to think maybe being a spoon isn't quite so boring after all.

Amy Krouse Rosenthal is the author of the ***New York Times*** best-selling *Cookies* and *Christmas Cookies*, illustrated by Jane Dyer; *The OK Book*, *It's Not Fair!*, and *Yes Day!*, illustrated by Tom Lichtenheld; *Little Pea*, *Little Hoot*, and *Little Oink*, illustrated by Jen Corace. *Spoon* was selected as an Indie Bound "Next List" pick for summer 2009.

Scott Magoon is the illustrator of a variety of favorite children's books, including *Ugly Fish* by Kara LaReau and *The Luck of the Loch Ness Monster* by A.W. Flaherty. He is also the author and illustrator of *I've Painted Everything* and *Mystery Ride*.

This year's winners will be honored at a ceremony at Please Touch Museum on Friday, April 23 at Noon. Honoree Leslie Patricelli will be available for a meet-and-greet and book signing immediately after the award ceremony.

The *Kids Store* will feature a 20% discount on *Higher! Higher!* From April 23–25 during Celebrate Stories weekend.

Making its debut at the 2010 Book Award ceremony will be the newest member of the Please Touch Museum puppet pal family: *Wordsworth*, a loveable bookworm who loves to burrow into a good story.

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The Albert M. Greenfield Foundation is a Philadelphia-based philanthropic organization that supports civic and community life, including education, the arts and social service programs. The Foundation is the Founding sponsor of Please Touch Museum's Book Award and literacy programming during April. These programs are designed to help children build their reading skills and help families to understand the importance—and fun—of reading and playing together.

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 our web site at www.pleasetouchmuseum.org.