

FOR IMMEDIATE RELEASE

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## **1ST ANNUAL STROLLER IN THE PARK SET FOR AUGUST 29 Family 5K will benefit Please Touch Museum's exhibits and programs**

**PHILADELPHIA, PA** — Families are invited to take part in Please Touch Museum's 1st annual *Stroller in the Park*, a 5k walk beginning at Memorial Hall on Sunday, August 29, at 8 a.m. This family-friendly event is a playful twist on a traditional 5K walk in Fairmount Park, created exclusively for families with young children. The walk is part of the museum's "Get Up and Grow" healthy lifestyles initiative, which promotes healthy, active family activities for children and their caregivers.

Please Touch Museum's *Stroller in the Park* will follow the newly created 5K path in Fairmount Park and is designed to start and finish in front of Memorial Hall. Following the walk, the museum will be open exclusively to participants from 9:30 a.m. to 11:00 a.m.

"Bring your strollers, wagons and walking shoes and join us for the first *Stroller in the Park*, which puts a Please Touch spin on the traditional concept of a 5K," said Laura Foster, President & CEO of Please Touch Museum. "Your participation will help further the museum's efforts to promote healthy living to all families in the Philadelphia community while introducing this new, safe path to families."

Family registration for up to four participants is \$100 (\$75 for museum members). Individuals may participate for \$30 (\$25 for members). Register online at [www.pleasetouchmuseum.org/events/stroller](http://www.pleasetouchmuseum.org/events/stroller). All proceeds benefit Please Touch Museum's interactive exhibits and programs. Registered participants will receive a free *Stroller in the Park* T-shirt and walk packets. With smaller children in mind, strollers and wagons are highly encouraged; however bikes, roller blades, and scooters are discouraged.

Following the walk, participants can boogie down at an outdoor dance party featuring step-dancing teams from the area. Hula hoop and jump rope activities will keep kids active and limber after the stroll. A family health pavilion and healthy food tent will also be open.

Created in 2006, *Get Up and Grow™* is a multi-phase initiative designed to enhance the lives of families by promoting healthy living to children. This healthy lifestyles programming is a lighthearted, interactive, content-based approach to teaching lifelong habits that result in healthier, happier families by providing resources, exhibits, messaging, events and open-ended play experiences. Promoting healthy lifestyles is an intrinsic part of the museum's mission, and encourages children and adults to play and learn together.

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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 our web site at [www.pleasetouchmuseum.org](http://www.pleasetouchmuseum.org).