

FOR IMMEDIATE RELEASE

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PLEASE TOUCH MUSEUM WELCOMES MARIA PAJIL BATTLE AND JOE FANELLI TO BOARD OF DIRECTORS

PHILADELPHIA, PA — Please Touch Museum®, The Children's Museum of Philadelphia, welcomed two new members, **Maria Pajil Battle** and **Joe Fanelli**, to its Board of Directors. They will each serve a three-year term.

Ms. Pajil Battle, of Philadelphia, serves as Senior Vice President of Public Affairs and Marketing for Keystone Mercy Health Plan, the largest Medical Assistance managed care plan in Pennsylvania. She oversees public relations, community affairs and marketing for the company. Through the years she has worked in similar capacities in companies covering New York, New Jersey, South Carolina, as well as Pennsylvania.

Through her work, she has become known as an innovator in the area of health access, prevention and education. Acquiring NCQA Awards for both Healthy Hoops and Health Ministry Programs, her name has become synonymous with efforts to increase the awareness and quality of life in the respective communities where her work has taken place. Ms. Pajil Battle's work in the field of health and the community has received numerous recognitions. Among them the Quality of Life Patient & Community Services Award; Tree of Life Award; YMCA Women in Leadership Award; Women's History Month Movers and Shakers; WDAS "Ordinary Women Doing Extraordinary Things", Chi Eta Phi Outstanding Community Outreach Award, 2003 Women Making a Difference, Susquehanna Neighborhood Advisory Council (SNAC) Corporate Community Service Award, REDI, Inc. for Community Service, and the Gimper Award.

Her community involvement and commitment is reflected in her service on many diverse Boards. She currently serves as Board President of Women Organized Against Rape (WOAR) and Chair of the Board for Computers For Youth. Additionally, Ms. Pajil Battle also serves on the following Boards: Transitional Work Corporation; ASPIRA, Inc.; Intercultural Family Services, Inc.; and Fox Chase Cancer Advisory Board. Ms. Pajil Battle graduated from the Wharton School of Business, and has spent much of her professional career utilizing her skills and abilities in the Greater Philadelphia health market. She has made a significant impact in improving the health status of underserved populations of every age and race.

She continues to make her home in Philadelphia, where she was born and educated. Along with her husband Rudy, she maintains a close sense of family through strong relations with her son and two grandchildren.

Joe Fanelli is an audit partner in KPMG's Consumer and Industrial Markets practice in Philadelphia. He has significant experience as an audit professional providing financial statement audits and audits of internal control, as well as assisting in registration statement filings and due diligence activities. His experience ranges from SEC filings, coordination of large global audit engagements, and complex purchase accounting transactions, to providing professional services to middle market companies that are owned by private equity firms. He has a thorough understanding of SEC rules and regulations and has been involved in numerous debt and equity offerings. Mr. Fanelli has extensive international experience and has managed several complex global audits for clients in a variety of industries.

A licensed CPA, he is a member of the American Institute of Certified Public Accountants and the Pennsylvania Institute of Certified Public Accountants. Mr. Fanelli graduated with highest honors from Lehigh University with a Bachelor of Science in Business and Economics with a Major in Accounting.

Originally from Reading, PA, Joe resides in Villanova, PA with his wife Allison and daughter Elayna.

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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.