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PLEASE TOUCH MUSEUM CELEBRATES THE 10TH ANNUAL ABC GAMES, JUNE 4–27 ***Your Passport to Fitness and Good Health presented by US Airways***

PHILADELPHIA, PA — Please Touch Museum, the Children’s Museum of Philadelphia, celebrates the 10th anniversary of a sporty summer tradition, the annual ABC Games presented by US Airways, with a kickoff celebration on Friday, June 4. A month of learning through active play will fill the museum’s *Rainforest Rhythm* Gallery, located next to the Woodside Park Dentzel Carousel, for more than three weeks, through Sunday, June 27.

Activities for the 10th Annual ABC Games encourage an interest in physical fitness and sportsmanship and build self-confidence. A nature-inspired obstacle course weaves its way through the gallery, while a rock climbing wall provides a challenge and a test of strength for little climbers. A variety of additional play opportunities test kids’ coordination and fine and gross motor skills in a unique festival of physical fun.

“We are excited to celebrate the 10th anniversary of the ABC Games and to welcome US Airways back as presenting sponsor of this event,” said Laura Foster, President & CEO of Please Touch Museum. “This is one of my favorite events of each year because the activities in the ABC Games promote the importance of healthy living by encouraging children to discover the benefits of fitness through play. Open-ended play contributes to physical and emotional health, especially in young people.”

“We’re thrilled to partner with Please Touch Museum on the ABC Games, a wonderful annual tradition that helps kids learn that exercise makes your mind and heart happy,” said Julie Coleman, Director of Community Relations for US Airways. “By once again presenting the ABC Games, US Airways is hoping to foster a lifelong love of active, healthy play in children.”

Please Touch will host an Opening Day ceremony on Friday, June 4 at 10 a.m. featuring a parade through the museum, the singing of the “ABC Games Anthem,” and the lighting of the “ABC Games Torch.”

On Opening Day, children will also receive a “Passport to Play.” As they complete each activity in the ABC Games, children will receive stamps in their passports. Throughout June, the museum will offer additional educational programs, including dance, music and art activities, which expand on the ABC Games experience.

The ABC Games is part of the museum’s Healthy Lifestyles initiative, “Get Up and Grow.” In recent years, the initiative has grown to encompass many aspects of the Please Touch experience: No Smoking signs and recycling containers throughout the museum; the physically engaging *Flight Fitness* exhibit; and healthy eating options that comprise the menu in the Please Taste Cafe. In August, the museum will launch its 1st Annual Stroller in the Park, a 5K family-oriented walk/run in Philadelphia’s Fairmount Park.

About US Airways

US Airways, along with US Airways Shuttle and US Airways Express, operates more than 3,000 flights per day and serves more than 190 communities in the U.S., Canada, Mexico, Europe, the Middle East, the Caribbean, Central and South America. The airline employs more than 31,000 aviation professionals worldwide and is a member of the Star Alliance network, which offers its customers more than 19,700 daily flights to 1,077 airports in 175 countries. Together with its US Airways Express partners, the airline serves approximately 80 million passengers each year and operates hubs in Charlotte, N.C., Philadelphia and Phoenix, and a focus city at Ronald Reagan Washington National Airport. And for

the eleventh consecutive year, the airline received a Diamond Award for maintenance training excellence from the Federal Aviation Administration for its Charlotte hub line maintenance facility. For more company information, visit usairways.com (LCCF).

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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.