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PLEASE TOUCH MUSEUM PROMOTES CONCETTA ANNE BENCIVENGA TO EXECUTIVE VICE PRESIDENT

PHILADELPHIA, PA – Please Touch Museum, the Children’s Museum of Philadelphia, today announced the promotion of Concetta Anne Bencivenga to the position of Executive Vice President. In this position, Bencivenga will provide executive leadership for the museum’s senior management team and will oversee all aspects of museum operations, including exhibits, education, fundraising, external affairs, community services and finance.

Ms. Bencivenga has served as the museum’s Chief Financial Officer and Vice President of Finance and Administration since November 2003, overseeing finance, human resources, information technology, visitor services and retail operations. She managed the museum’s financial plan for the Memorial Hall expansion and relocation project, for which she oversaw a \$60 million tax exempt bond issue to finance the renovation of the National Historic Landmark.

“Concetta has provided invaluable leadership over the past six years, guiding the museum through the financial and administrative challenges of expanding and relocating to Memorial Hall,” said Laura Foster, Executive Director and incoming President and CEO of Please Touch Museum. “As I take on the role of President, I could not be happier to have Concetta in this vital position. Her experience and counsel will be an invaluable resource as Please Touch builds upon a successful first year in our new home.”

“I am honored to be named Executive Vice President, and follow in Laura’s footsteps,” said Bencivenga. “I am grateful to both Laura and Nancy Kolb for providing me with such a strong foundation in museum management and the children’s museum field. I am eager to build on our museum’s many strengths. Please Touch Museum has created a wonderful learning environment for families with young children and we have welcomed nearly 700,000 visitors in our first year. I am excited to see where we will go from here.”

Prior to joining the museum, Ms. Bencivenga was a strategic management consultant with Public Financial Management and Deputy Director for the New York Regional Office of the Peace Corps of the United States. She also served two years as a Peace Corps member in Thailand. Ms. Bencivenga holds a Master’s Degree in Public Affairs with a concentration in public financial management from the Lyndon B. Johnson School of Public Affairs, University of Texas at Austin, and a BA in history from Loyola College, MD.

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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.