



## NEWS RELEASE

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## PLEASE TOUCH MUSEUM ANNOUNCES WINNERS OF 16<sup>TH</sup> ANNUAL 'GREAT FRIEND TO KIDS AWARDS'

**PHILADELPHIA, PA** – Please Touch Museum®, the Children’s Museum of Philadelphia™, is pleased to announce the winners of the 16<sup>th</sup> Annual Great Friend to Kids (GFTK) Awards, honoring individuals and organizations with ties to the Greater Philadelphia region making outstanding contributions to enriching the lives of children. The awards will be presented at a ceremony at Memorial Hall on Thursday, November 10, from 6:30 - 10:00 p.m. All proceeds from the 16<sup>th</sup> Annual GFTK Awards will support Please Touch Museum’s exhibits and programs for young children and their families.

“This year’s winners are such an incredible representation of advocates and true champions of children,” says Laura Foster, President and CEO of Please Touch Museum. “Whether as an individual or organization, each of these winners has made a difference in the lives of children in our region. We are so happy to recognize their efforts and hopefully inspire others to do the same.”

### **This year’s winners are:**

**Founder’s Award: Elizabeth Cartmell** of Haddonfield, NJ

**Dave Roberts** of Haverford, PA

**Fresh Artists** of Lafayette Hill, PA

**ConKerr Cancer** of Wayne, PA

**EducationWorks** of Philadelphia, PA and Lawrenceville, NJ

The ceremony will include short videos featuring each recipient and their contribution to the community. Each of the winners is also presented with a special award designed by Philadelphia artist Leo Sewell, creator of Please Touch Museum’s soaring Statue of Liberty Arm & Torch installation created from discarded toys. This year, Please Touch Museum is pleased to welcome Mayor Michael A. Nutter to the ceremony to help recognize the winners and celebrate their involvement in the community.

The Great Friend to Kids Award was initiated in 1991 by the Association of Children’s Museums to honor individuals who have made outstanding contributions toward strengthening education for children. Please Touch began presenting its own award in 1996 to coincide with the Museum’s 20<sup>th</sup> birthday. Past winners include the Philadelphia Eagles Youth Partnership; Alex Scott, Founder of Alex’s Lemonade Stand; the Phillie Phanatic; the Philadelphia Mural Arts Program; NBA All-Star Dikembe Mutombo; Carter and Pat Merbreier of *Captain Noah and His Magical Ark*, among others.

Brûlée Catering by Chef Jean-Marie Lacroix (formerly Max & Me Catering and Culinary Concepts Catering) is the Presenting Sponsor for the Great Friend to Kids Awards.

Day & Zimmermann will support the event as a Platinum level sponsor and Media Active Inc. as a Gold level sponsor. Sponsorship opportunities, individual tickets and program book ads are still available. Tickets start at \$150. For information or to purchase tickets, contact Laura Stanley Hollot at 215-581-3160 or [lhollot@pleasetouchmuseum.org](mailto:lhollot@pleasetouchmuseum.org).

### **More about the 2011 winners...**

#### **Dave Roberts, *Haverford, PA***

Dave recently retired from WPVI TV – 6 ABC as a weatherman and broadcaster. Philadelphians have watched and enjoyed his affable personality on air for over 33 years. Dave is active in many charitable organizations, including: the Variety Club; Catholic Charity Drives; the Cystic Fibrosis Foundation; Lupus Foundation; the Children's Hospital of Philadelphia. He was also the host of the Jerry Lewis Labor Day Telethon on Channel 6. Dave is also a Fourth Degree Knight of the Knights of Columbus, a charitable organization based in Connecticut. The Central Delco Lodge #2438, Order of Sons of Italy in America selected Dave as its recipient for their "Man of the Year Achievement Award" for his outstanding service to the community. Dave was also honored by the Muscular Dystrophy Association for 35 years of service. He was selected by the Broadcast Pioneers of Philadelphia as its "Person of the Year" and was inducted into their Hall of Fame. In May of 2004, Dave was awarded the Whitney M. Young Jr. Service Award from the Boy Scouts for "unselfish service to the youth of America." In addition, Dave is a great, personal friend and consistent supporter to the Museum. In 2008, he engineered a last-minute schedule shift so he could be Master of Ceremonies at the Museum's Opening Gala.

#### **Elizabeth Cartmell, *Haddonfield, NJ***

This year's Founders Award is presented to Elizabeth B. Cartmell in recognition of her continual work on behalf of the Museum and the children and families it serves. As an eminent member of Philadelphia's corporate and non-profit communities, she has been a tireless advocate for the children of this city. Liza most recently worked for Aramark, as the Group President for Sports and Entertainment. She joined Aramark in 1989, advancing through several leadership positions in the Sports and Entertainment division before becoming its president in 2002. Liza's customer- and client-focused approach helped expand Aramark's financial returns and established her as an effective, successful leader. She first joined Please Touch Museum's board of directors in 1994 and served as its chair from 2005 – 2010. The leadership abilities she cultivated throughout her career proved invaluable during her tenure. As the board chairperson during a time of monumental expansion and transition, she faced many challenges and was always an ardent and vocal supporter of the Museum's mission and programs. She helped guide the Museum through its growing pains, ushering Please Touch Museum into its new home. Her service to the Museum during its time of greatest need, as well as her passion for its educational mission of learning through play, truly makes her a great friend to kids.

#### **Fresh Artists, Barbara Allen- Founder, *Lafayette Hill, PA***

Seeing a need for art supplies and programs in under-resourced public schools, Barbara Chandler Allen founded Fresh Artists, an organization which aims to *empower young lives through art*. Fresh Artists invites artists, grades K-12, to donate artwork to be reproduced as high-resolution digital photographs. Corporations and individuals are encouraged to fund the delivery of art supplies and programs to public schools in need, and as a thank-you, they receive a piece of artwork. In addition to creating a successful, business model of philanthropy through the arts, Barbara's vision is that Fresh Artists makes invisible children visible and helps a larger community recognize their shared humanity through children's art. In just three years, Fresh Artists has delivered more than \$117,000 in arts supplies, and has installed over 900 signature images in corporations from Oregon to Washington DC.

**ConKerr Cancer, Cindy Kerr- Founder, Wayne, PA**

Cindy Kerr is the founder of ConKerr Cancer and is dedicated to supporting children and families who are battling serious illnesses. Her son, Ryan, was diagnosed with a rare bone cancer in 2002 and began extensive treatment at the Children's Hospital of Philadelphia. Cindy began to make bright, fun pillowcases to brighten up his hospital room. Her gesture garnered such a positive response that she began making pillowcases for other children in the Oncology Unit. Over the next five years, as Ryan was in and out of the hospital for subsequent treatments, the pillowcase project grew into ConKerr Cancer: A Case for Smiles. Since its conception, ConKerr Cancer has delivered over 400,000 pillowcases to sick children in hospitals across the country, including 70,000 in greater Philadelphia. There are over 125 chapters established worldwide, serving children in over 225 hospitals. ConKerr Cancer continues to expand their efforts to brighten patients' lives and raise awareness about childhood cancer.

**Education Works, Philadelphia, PA and Lawrenceville, NJ**

EducationWorks is dedicated to helping cultivate the lives of Philadelphia area children, youth, and families who live in high rates of poverty through the use of educational programs. EducationWorks travels to schools in some of the most underserved areas to assist students with their education so that they will be able to live a safe and productive life. The programs implemented in these schools include afterschool, summer camp, anti-violence, leadership, and remedial education. In addition to assisting children already in school, EducationWorks created and operates an Early Learning Center for children ages 6 weeks to kindergarten to prepare them for school. This center was designed specifically for low income working parents in North Philadelphia. EducationWorks is currently in 65 schools helping 15,000 children every year. Based on teacher surveys from the 2009-10 school year, 96% of the students who participated in EducationWorks out-of-school programs were promoted to the next grade level. Additionally, in the EducationWorks Classroom Academic Assistance Program, 80% of the 3,500 participants pass their corrective courses. Of the students who participated, over 66% passed English I education.

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**Please Touch Museum® at Memorial Hall, Fairmount Park** is dedicated to enriching the lives of children by creating learning opportunities through play. The Museum is open Monday through Saturday from 9 a.m. - 5 p.m. and Sundays from 11 a.m. - 5 p.m. Admission is \$15 for adults and children age one and over. Museum members and children under one are free. On-site parking is available. For more information, call 215-581-3181, or visit [www.pleasetouchmuseum.org](http://www.pleasetouchmuseum.org).