

FOR IMMEDIATE RELEASE
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FOR INFORMATION CONTACT
Frank Luzi
Director of Media Relations
215-581-3171
fluzi@pleasetouchmuseum.org

HOLIDAY SPIRIT IN FULL SWING AT PLEASE TOUCH MUSEUM®'S KIDS STORE

PHILADELPHIA, PA — Looking for something “out of the box” and unique for your little ones this holiday season? Please Touch Museum’s Kids Store is your go-to for educational and exhibit-themed toys for toddlers, children and even grownups! From *Alice in Wonderland* tea sets to Statue of Liberty bobbleheads and Centennial history memorabilia, the museum’s Kids Store has got it all.

“Holiday shopping is made easy and fun at Please Touch Museum,” says Beth Kirk, Director of Retail Operations. “Whether you’re looking for new and timeless children’s books, classic games, creative puzzles, or Memorial Hall memorabilia, our Kids Store offers exclusive playthings you won’t find in your average toy store.”

Highlights include...

Gear up for the March 5, 2010 release of Tim Burton’s *Alice in Wonderland* with authentic Mad Hatter headgear (\$23), tea sets (\$19), a variety of puzzles (2-sided 9-piece puzzle, \$12), or revel in *Where the Wild Things Are* with the classic Maurice Sendak children’s book (\$17.95) and plush 6” Wild Things and Max (\$15 each).

Spark your child’s imaginations with dress-up costumes (Chef, Doctor, Firefighter, Pirate among others, \$43), or a “Fantasy Villa” Woodcraft dollhouse (\$60).

Brand new Please Touch Museum 12-month calendar, featuring artwork, sculptures and exhibits from the museum’s picturesque home at Memorial Hall. (\$9)

Musical instruments by Bontempi, including drums (Tin & Marching, marching drum includes shoulder strap and drumsticks, \$15), saxophones and trumpets (8-key and 4-key, \$18 each) or a wooden guitar (Wooden and “Cowboy” guitar, \$35).

Please Touch Museum branded merchandise (adult, children and toddler sizes available), including T-shirts, baseball hats, lunch bags, mugs, key chains, sippy cups, utensils and more.

Share the history, technology and innovation of the 1876 Centennial Exhibition with Centennial history gifts: Puzzles (\$9), books (\$20-\$30 range), bobbleheads (\$16) and calendars.

Wooden toys from Original Toy Company, including spinning tops with string (\$6), fire trucks, airplanes and others (\$9.25 each).

Classic Toys: 100th Anniversary Etch-A-Sketch (\$30), Chief Robot (\$21), Rocket Ride Carousel (\$28), Color Changing Top (\$18), Tweedledee & Tweedledum Game (\$13), Tiddely Winks (\$9), Prince and Princess Wooden Theatre (\$17).

Give the gift that lasts all year long with a Please Touch Museum Membership! Basic membership rates start at \$150 and include 12 months of unlimited museum visits for four people, FREE parking, discounts in the Kids Store and Please Taste Cafe, and invitations to exclusive ‘Members Only’ events throughout the year.

Gift certificates and admission tickets to Please Touch Museum are also available on site, and more gift ideas can be found 24-hours per day via the Online Kids Store at <http://www.shoppleasetouchmuseum.org/>

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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 Mondays through Saturdays 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 www.pleasetouchmuseum.org.