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## **TARGET TO RE-LAUNCH FIRST WEDNESDAYS AT NEW PLEASE TOUCH MUSEUM AND TO BECOME TITLE SPONSOR OF COMMUNITY NIGHT AT THE FRANKLIN**

**PHILADELPHIA, PA** – Target, known for its efforts to make museums accessible to the community, will sponsor special free or low-priced admission at two of Philadelphia’s most popular museums beginning January 2009. The Franklin’s long-standing Community Night program, which takes place on the third Wednesday of the month from 5-8 p.m. and welcomes visitors from underserved communities to enjoy free admission, will be renamed Target Community Nights. Also in January, Please Touch Museum at Memorial Hall re-launches its Target First Wednesdays, continuing its community program to stay open late on the first Wednesday of each month with \$2 admission between 5-7 p.m. Initially sponsored by Target in 2008, the program’s popularity continues in its new home beginning January 7, 2009.

Target Community Nights at The Franklin provide access to engaging and inspiring experiences in science through the Museum’s fun-filled exhibits, hands-on programs, and IMAX films. At the first Target Community Night on January 21, visitors will be able to splash into the Tuttleman IMAX Theater to see the film Grand Canyon Adventure: River at Risk and enjoy Franklin favorites like The Giant Heart, Franklin Air Show and Amazing Machine exhibits. The Franklin was recently awarded the 2008 National Medal for Museum and Library Service, the nation’s highest honor for museums and libraries, at a White House ceremony for its outstanding community outreach programs, including what will now be known as Target Community Night.

“We are excited that Target has come on board to support this important outreach effort,” said Dr. Dennis Wint, president and CEO of The Franklin Institute. “Target’s partnership allows us to continue to reach out to families that would not normally be able to afford a museum visit, and to further expand our efforts to engage underserved populations with science and science learning.”

Target First Wednesdays provides visitors extra time to enjoy the new Please Touch Museum, which opened on Saturday, Oct. 18 in Memorial Hall, the last major building remaining from the 1876 Centennial Exhibition. The museum’s entire gallery floor will be open during Target First Wednesdays. Visitors can enjoy new exhibits like Roadside Attractions, Flight Fantasy and Centennial Exploration along with old favorites like the SEPTA Bus and the Supermarket along with theater performances, art activities, and storytelling. The museum is committed to serving children of all socio-economic backgrounds. In 2002, the museum’s community programs and record of public service received the Institute of Museum and Library Services’ National Award for Museum Service.

“Our first few months at Memorial Hall have been amazing, and now Target First Wednesdays provides us with another opportunity to share the museum’s six new exhibit zones and dynamic theater program with families,” said Nancy D. Kolb, President and CEO of Please Touch Museum. “We are extremely grateful to Target for helping us to serve working families who have a hard time getting here during the day.”

“We’re thrilled to partner with two of Philadelphia’s great museums, Please Touch Museum and The Franklin, to offer Target First Wednesdays and Target Community Nights,” said Laysha Ward, Vice President of Community Relations, Target. “At Target, we are dedicated to supporting the arts and hope that through this partnership we’ll help make valuable, hands-on learning experiences more accessible to Philadelphia families, while providing them an opportunity to spend quality time together and experience the arts in a fun and exciting way.”

#### **About Target**

Minneapolis-based Target serves guests at 1,591 stores in 47 states nationwide by delivering today’s best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

**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 [www.pleasetouchmuseum.org](http://www.pleasetouchmuseum.org).

#### **About The Franklin**

Founded in honor of America’s first scientist, Benjamin Franklin, The Franklin is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. It is dedicated to creating a passion for science by offering new and exciting access to science and technology in ways that would dazzle and delight its namesake. For more information, please visit [www.fi.edu](http://www.fi.edu).

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