

FOR IMMEDIATE RELEASE  
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## PLEASE TOUCH MUSEUM CELEBRATES FIRST STORYBOOK BALL FUNDRAISER ON MAY 9

**PHILADELPHIA, PA** – Some say entering Please Touch Museum’s new home is like entering a fairytale. On Saturday, May 9, 2009 from 6-9 p.m., families will enjoy a special evening in this majestic storybook castle while dressing the part. The first Storybook Ball fundraiser to be held at Memorial Hall invites families to dress up as their favorite storybook characters, all while supporting the museum!

“The Storybook Ball promises to be an enchanting event for the whole family,” says Nancy Kolb, President and CEO, Please Touch Museum. “We are thrilled to welcome all of the lovely princesses and princes to our magical ‘castle’ in Fairmount Park.”

From Cinderella to Snow White and Peter Pan to Spiderman, children and their grown-ups are encouraged to dress as their favorite storybook characters for an evening of family entertainment. The Cinderella and Prince Charming themed ball will feature family-friendly cuisine served by the museum’s exclusive caterer, Max & Me.

Highlights will include prizes, a special performance by the GESU School’s Ballroom Dancers, as well as free reign for guests to explore the museum’s exciting exhibits and refurbished century-old Woodside Park Dentzel Carousel. Guests can also enjoy a Please Touch Playhouse performance of “Eat Like a Pirate.”

Please Touch Museum’s Storybook Ball is presented by the *Albert M. Greenfield Foundation*. All proceeds will support Please Touch Museum at Memorial Hall. Regular ticket price for adults and children is \$35. Members are \$25. Children age one and under are free. Family 4-packs are available at \$125 (\$75 for members). Sponsorship opportunities are available. For more information, contact Laura Stanley at 215-581-3164 or [lstanley@pleasetouchmuseum.org](mailto:lstanley@pleasetouchmuseum.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 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](http://www.pleasetouchmuseum.org).