



## NEWS RELEASE

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## PLEASE TOUCH MUSEUM TEAMS UP WITH CAMDEN RIVERSHARKS TO CELEBRATE FINLEY'S BIRTHDAY

**June 2, 2011 / CAMDEN, NJ** – Please Touch Museum® (PTM) teams up with the Camden Riversharks for a fundraiser that pairs American's favorite pastime with its favorite hometown children's museum. "Finley's Birthday Presented by Please Touch Museum" features the Camden Riversharks against the Southern Maryland Blue Crabs on Sunday, July 10, 2011, at 5:35pm, at Campbell's Field. Please Touch Museum (PTM) receives \$5 from advance sale \$11.00 tickets when buyers use the group code "PTM." Festivities will include appearances from area mascots, fireworks, and free ice cream after the game. In advance of the game, PTM will hold a Facebook contest to select a lucky child to throw out the first pitch! For a ticket link and more information, visit [www.pleasetouchmuseum.org](http://www.pleasetouchmuseum.org), call 215-581-3174, or e-mail [jquach@pleasetouchmuseum.org](mailto:jquach@pleasetouchmuseum.org).

"Both baseball and Please Touch Museum share common goals of making memories and creating opportunities for families to learn and play together," said PTM Vice President External Relations & Business Development Joe Costello. "Finley's birthday is a perfect occasion to connect supporters of both groups, while raising funds and having fun!"

PTM will cheer on the home team with special giveaways, as well as fun on and off the field. To kickoff the game, a winner from PTM will throw the first pitch. PTM will also host a table with prizes, information and coupons. At the end of the game, the Riversharks will present a fireworks display and free ice cream.

In advance of the game, PTM will hold a "People at Play" Facebook contest to select a lucky child to throw the first pitch. Facebook users can enter by "liking" Please Touch Museum on Facebook and submitting photos of their child engaging in their favorite form of play. Whether its baseball, crafts or dress up, PTM is dedicated to providing learning opportunities through play. Five finalists will be selected, and PTM's Facebook fans will pick the winner! All entries must be submitted by June 27, 2011.

Tickets to support PTM are \$11.00 each for section 203 seating. PTM benefits from advanced sale tickets using a special link with the group code, "PTM." The last day to buy tickets is Thursday, July 7, 2011.

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For contest, ticket and museum information, please visit [www.pleasetouchmuseum.org](http://www.pleasetouchmuseum.org), e-mail [jquach@pleasetouchmuseum.org](mailto:jquach@pleasetouchmuseum.org), or call 215-581-3174. Join PTM's conversation on Facebook at [www.facebook.com/pleasetouchmuseum](http://www.facebook.com/pleasetouchmuseum), and Twitter at [www.twitter.com/pleasetouch](http://www.twitter.com/pleasetouch).

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### **About Please Touch Museum**

Please Touch Museum, the Children's Museum of Philadelphia®, at Memorial Hall, Fairmount Park is dedicated to enriching the lives of children by providing learning opportunities through play. The museum is open Monday through Saturday from 9:00am until 5:00pm, and Sundays from 11:00am – 5:00pm. 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).

### **About Camden Riversharks**

The Camden Riversharks are a professional baseball team who play in the independent Atlantic League. Since 2001, the Riversharks host all of their home games at Campbell's Field, located along the city's waterfront. The team provides a competitive baseball product, while maintaining an affordable family friendly atmosphere.