



MEDIA ALERT

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PLEASE TOUCH MUSEUM'S FAMILY-FUNDRAISER 'STORYBOOK BALL' SELLS OUT!

** Museum's Largest Annual Fundraiser Will Host a Record Crowd & Raise \$90,000+ **

WHAT: Please Touch Museum (PTM) announces that all tickets for the family-fundraiser, "**Storybook Ball,**" are now **sold out**. "Storybook Ball," to be held on Saturday, April 30, 2011, will present children with a "passport to play" that transports them to magical lands far far away – including Japan, India, Italy and Brazil. The sold-out event will also feature horse-drawn carriage rides in Fairmount Park and hot air balloon rides at Memorial Hall.

For information about next year's "Storybook Ball," please follow Please Touch Museum on Facebook at www.facebook.com/pleasetouchmuseum, or Twitter at www.twitter.com/pleasetouch.

PTM's "Storybook Ball" is presented by the **Albert M. Greenfield Foundation** and **Candlewick Press**. Other key sponsors include CBS Radio, LibertyMe Foundation and VIST.

WHY: **PTM will raise \$90,000+ from "Storybook Ball."** Proceeds will support PTM interactive exhibits and programs that will provide children with a developmentally appropriate introduction to the arts, science and humanities, while laying the foundation for lifelong learning.

WHEN: **Saturday, April 30, 2011**
5:30pm to 8:30pm

WHERE: **Please Touch Museum**
Memorial Hall, Fairmount Park
4231 Avenue of the Republic, Philadelphia, PA 19131

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