

FOR IMMEDIATE RELEASE
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PLEASE TOUCH MUSEUM AT MEMORIAL HALL RECEIVES \$5 MILLION CHALLENGE GRANT FROM DORRANCE H. HAMILTON

PHILADELPHIA, PA – Philanthropist Dorrance H. Hamilton has given a landmark \$5 million challenge grant to help Please Touch Museum get closer to completing its \$88 million capital campaign to restore Memorial Hall in Fairmount Park, museum President & CEO Nancy Kolb announced today.

The museum must raise an additional \$10 million in order to meet the challenge grant awarded today by Mrs. Hamilton. The \$5 million gift is the largest individual contribution to the campaign, which now stands at \$72 million.

“We are most grateful to Dodo Hamilton for her generosity and her longstanding commitment to children,” said Kolb. “This extraordinary gift comes just weeks before our grand opening at Memorial Hall, and will serve as inspiration for others to follow her lead and help us reach the finish line as we bring this magnificent new museum to the children of the Philadelphia region.”

In recognition of this generous gift, Memorial Hall’s spectacular center hall will be named Dorrance H. Hamilton Hall.

“I have watched Please Touch Museum grow for the past three decades and am proud of its accomplishments,” said Mrs. Hamilton, the granddaughter of John T. Dorrance, a chemist who invented condensed soup for the Campbell Soup Company in 1897. “The Please Touch philosophy of ‘Learning through Play’ is such a wonderful asset to this community, and the museum has truly rescued a national treasure by restoring Memorial Hall to its original brilliance. With this gift, Please Touch can move closer to completing this incredible transformation.”

The challenge grant has already inspired increased giving to the museum’s capital campaign. Several members of Please Touch Museum’s Board of Directors recently pledged a combined total of \$1 million. The museum has also received an additional \$1 million from the Commonwealth of Pennsylvania’s Redevelopment Assistance Capital Program (RACP), leaving \$8 million to go to meet the challenge.

To make a gift to meet the Hamilton Challenge, please contact Kelly Resinger, Vice President of Development, at 215-581-3181 or kresinger@pleasetouchmuseum.org.

Mrs. Hamilton has long been a supporter of Please Touch Museum, having previously pledged \$2 million to the capital campaign. She is a philanthropic champion who has consistently supported arts, science and culture in Philadelphia, including Thomas Jefferson University Hospital, the Pennsylvania Horticultural Society, and the University of the Arts, which traces its origins back to Memorial Hall, first home to the Pennsylvania Museum and School of Industrial Arts.

About Please Touch Museum® at Memorial Hall, Fairmount Park

Please Touch Museum, the Children’s Museum of Philadelphia, was founded in 1976 as the nation’s first museum for children seven and younger. The museum is dedicated to enriching the lives of children by providing learning opportunities through play. The new Please Touch Museum at Memorial Hall opens to the public on Saturday, October 18, 2008. Built as the Art Gallery of the 1876 Centennial Exhibition, Memorial Hall is a National Historic Landmark. The museum houses six exhibit zones, the restored Woodside Park Dentzel Carousel, and the museum’s collection of Philadelphia Childhood Treasures. Please Touch is open Monday through Saturday from 9 a.m. until 5 p.m. and Sundays from 11 a.m.-5 p.m. Admission is \$15 for adults and children age one and over. Museum members and children under one are free. On-site parking is available.

Visit our online media kit at www.pleasetouchmuseum.org/news for more information and downloadable, high-resolution photographs.

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