



FOR IMMEDIATE RELEASE

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PLEASE TOUCH MUSEUM® CELEBRATES ANNUAL STORYBOOK BALL FUNDRAISER ON APRIL 30

PHILADELPHIA, PA— On Saturday, April 30, 2011 from 5:30 p.m. - 8:30 p.m., Please Touch Museum will be transformed into an international land of play for the family-fundraiser, *Storybook Ball!* Children and their grown-ups are encouraged to dress as their favorite storybook characters for this year's International theme. Kids will receive a passport to play, which will enable them to travel lands far far away where they will find family-friendly international cuisine and performances. This promises to be a magical night full of storybook characters, carousel rides, theater shows, carriage rides, hot air balloon rides, and much more!

“Our Storybook Ball fundraiser promises to be a delightful event for the whole family,” says Laura Foster, President and CEO, Please Touch Museum. “We are thrilled to welcome families to travel the world with us on this special night.”

Guests will be able Travel to Japan, India, Italy, and Brazil to sample authentic, family-friendly cuisine and enjoy live cultural performances representing each of these regions. We once again welcome GESU School's *Dancing with the Students* to kick-off our Dance Party in Hamilton Hall, featuring music from DJ Prince Charming! Children will have the opportunity to meet some of their favorite storybook characters including Little Nut Brown Hare, Curious George, Wild Thing and more!

Additionally, this year the Ball will have two more magical opportunities: Horse-Drawn Carriage Rides in Fairmount Park, and Hot Air Balloon Rides at Memorial Hall! These experiences will be first-come, first-serve for an affordable fee, and there will be a limited number of rides available.

Please Touch Museum's Storybook Ball is presented by the *Albert M. Greenfield Foundation* and *Candlewick Press*.

The regular ticket price for adults and children is \$40. Member tickets are \$30. Children 1 and under are free. Family 4-packs are available for a discounted rate of \$140 (\$100 for members). Sponsorship opportunities are also available. All proceeds benefit Please Touch Museum's interactive exhibits and programs. For more information, contact Laura Hollot at 215-581-3160 or lhollot@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 www.pleasetouchmuseum.org.