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NEWS RELEASE

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ABC GAMES OPENING CEREMONY KICKS OFF MONTH OF HEALTHY LIFESTYLE ACTIVITIES

Presented by US Airways

Philadelphia, PA –Test your strength, tackle an obstacle course and exercise your imagination during Please Touch Museum’s 11th Annual ABC Games! Please Touch Museum®, the Children’s Museum of Philadelphia™, Opening Day ceremony on Friday, September 16th at 10:00 am features a parade through the Museum led by the ABC Games Flag Corps and the lighting of the “ABC Games Torch.” Special guests include Comcast SportsNet’s Philadelphia 76ers analyst Marc Zumoff, along with the 76ers Sixth Man Squad, mascot Hip-Hop and the Sixers Dancers. Additionally, local kids will have the opportunity to act as sportscasters for the ABC Games in the Comcast Sportnet “Kidcasting” booth.

ABC Games activities are designed to encourage an interest in physical fitness and sportsmanship while also building self-confidence. A rock climbing wall provides a challenge and a test of strength for little climbers, while a variety of additional play opportunities test kids’ coordination and fine and gross motor skills in a unique celebration of physical fun.

“Open-ended play activities like the ones featured in ABC Games contribute to significantly increased physical and emotional health, especially in young people,” said Laura Foster, President & CEO of Please Touch Museum. “All month long we have special guests and programs that encourage children to discover the benefits of fitness through play.”

On Opening Day, children will also receive a “Passport to Play.” As they complete each activity in the ABC Games, children will receive a stamp in their passports. Throughout September, the Museum will offer additional programs, including a Soccer Day with Eastern PA Youth Soccer and a Philadelphia Union player, a day of demonstrations and activities with a tennis player from the Philadelphia Freedom and a Philadelphia Eagles Day. All of these events will expand on the ABC Games experience.

“We’re thrilled to partner with Please Touch Museum on the ABC Games, a wonderful annual tradition that helps kids learn that exercise makes your mind and heart happy,” said Elise Eberwein, Executive Vice President, People, Communications and Public Affairs for US Airways. “By once again presenting the ABC Games, US Airways is hoping to foster a lifelong love of active, healthy play in children.”

The ABC Games is part of First Lady Michelle Obama’s *Let’s Move* national program and Please Touch Museum’s *Get Up and Grow*™ healthy lifestyles initiative. The *Get Up and Grow* program is a lighthearted, interactive, content-based approach to teaching lifelong habits that result in healthier,

happier families through compelling resources, exhibits, messaging, events and open-ended play. Another piece of the *Get Up and Grow* program will take place on September 18th, with Please Touch Museum's 2nd Annual Stroller in the Park, a 5K family-oriented walk/run in Fairmount Park.

About US Airways

US Airways, along with US Airways Shuttle and US Airways Express, operates more than 3,200 flights per day and serves more than 200 communities in the U.S., Canada, Mexico, Europe, the Middle East, the Caribbean, Central and South America. The airline employs 32,000 aviation professionals worldwide and is a member of the Star Alliance network, which offers its customers more than 21,000 daily flights to 1,185 airports in 185 countries. Together with its US Airways Express partners, the airline serves approximately 80 million passengers each year and operates hubs in Charlotte, N.C., Philadelphia and Phoenix, and a focus city in Washington, D.C. at Ronald Reagan Washington National Airport. US Airways was the only airline included as one of the 50 best companies to work for in the U.S. by LATINA Style magazine's 50 Report for 2010 and 2011. The airline also earned a 100 percent rating on the Human Rights Campaign Corporate Equality index for the sixth year in a row. The Corporate Equality index is a leading indicator of companies' attitudes and policies toward lesbian, gay, bisexual and transgender employees and customers. US Airways also ranked #1 among its competing hub-and-spoke network carriers for 2010 performance as rated by the Wichita State University/Purdue University Airline Quality Rating (AQR). For more company information visit usairways.com, follow on Twitter @USAirways or at [Facebook.com/USAirways](https://www.facebook.com/USAirways). (LCCG)

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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.