



NEWS RELEASE

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PLEASE TOUCH MUSEUM SEEKS NOMINATIONS FOR 'GREAT FRIEND TO KIDS AWARD'

June 1, 2011 / PHILADELPHIA, NJ – Please Touch Museum® (PTM), the Children's Museum of Philadelphia, seeks nominations for the *16th Annual Great Friend to Kids Award* (GFTK). The awards recognize individuals and organizations with ties to the greater Philadelphia region that have made outstanding contributions to enriching the lives of children. Winners will be honored at the annual GFTK gala at Please Touch Museum at Memorial Hall, Fairmount Park, on Thursday, November 10, 2011. The deadline for nominations is Tuesday, July 5, 2011. Nominations can be submitted online at www.pleasetouchmuseum.org, or by contacting Margaret Walker at 215-581-3175 or mwalker@pleasetouchmuseum.org.

Please Touch Museum began presenting the *Great Friend to Kids Award* in 1996 to coincide with the museum's 20th birthday. Today, the gala has grown into PTM's largest fundraising benefit, raising \$190,000 in 2010 for museum exhibits and programs. Past award winners include Alex Scott, founder of Alex's Lemonade Stand; the Phillie Phanatic; Stan and Jan Berenstain, co-authors of the Berenstain Bears children's books; Philadelphia's Mural Arts Program; and Carter and Pat Merbreier of TV's "Captain Noah and His Magical Ark."

The deadline for this year's nominations is Tuesday, July 5, 2011. Winners will be announced on Tuesday, July 19, 2011. Winners will be honored at the GFTK gala on Thursday, November 10, 2011 at Please Touch Museum at Memorial Hall, Fairmount Park. The gala will feature an award and video ceremony to honor each recipient, as well as cocktails and heavy hors d'oeuvres. Sponsorship opportunities, individual tickets and program book ads are available.

For nomination forms or to make a contribution, visit www.pleasetouchmuseum.org, or contact Margaret Walker at 215-581-3175 or mwalker@pleasetouchmuseum.org.

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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.