

FOR IMMEDIATE RELEASE

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**ESCAPE THE WINTER CHILL AND PLAY AMONG THE TREES AT PLEASE TOUCH MUSEUM®**

***Kids and Families Head Indoors to Experience the “Exploring Trees Inside and Out” Exhibit Presented by Doubletree Hotels and the Arbor Day Foundation® at Please Touch Museum***

**PHILADELPHIA (January 23, 2010)** – Despite the winter cold, the City of Brotherly Love is giving locals and visitors a taste of the great outdoors with the “Exploring Trees Inside and Out” exhibit opening at Philadelphia’s Please Touch Museum on Saturday, January 23. At a time when Philadelphia’s 63 parks will be buried under snow, spring will be in full swing at the museum as children and families can seek shelter indoors and listen to the sounds of woodland creatures while gazing up at lush canopies.

Presented by Doubletree® Hotels and the Arbor Day Foundation®, this three-year environmental education project encourages family members of all ages to explore the beauty of the great outdoors through the incredible wonders of trees. The spacious, 2,500-square-foot exhibit, developed by Arbor Day and the Dimensions Educational Research Foundation, is designed to create a better understanding among children age two to 10 about the significant role trees play in the environment. A variety of inventive and interactive activities allow children to explore trees in a multi-sensory way never before possible through its fun-packed and educational components. For example, children will be able to:

- **Crawl through a log** and experience it as a habitat for other living things
- **Help a seed “grow”** into a young oak inside a huge acorn
- **Explore the “heart” of a tree trunk and move the “blood” of the tree** up and down its “veins”
- **Smell scents from various trees**, then discover just a few of the many products we get from trees
- **Hear the sounds of animals** that live in trees, and even **become a forest creature** in a “green screen” experience that allows children to fly like a bird and soar over the treetops

“Our exhibits promote learning through play, and we are excited to awe our young visitors with the experience of the ‘Exploring Trees Inside and Out’ exhibit in our Rainforest Gallery,” said Laura Foster, President & CEO of Please Touch Museum. “We strive to bring unique, fun and educational exhibits to the museum that offer value beyond mere entertainment, and Doubletree’s tree exhibit creates a connection to nature that is meaningful to visitors of all ages.”

“Exploring Trees Inside and Out” will be on display at Please Touch Museum through May 2, 2010. This is the seventh location in the country to showcase the exhibit. “Exploring Trees Inside and Out” will continue its tour to some of the top science centers and children’s museums in Los Angeles and Chicago during 2010.

“Philadelphia’s commitment to the environment – whether through its network of more than 60 parks or the city’s green initiatives – makes it a logical and inspiring stop for our traveling exhibit,” said Mary Beth Parks, vice president of brand marketing for Doubletree Hotels. “Please Touch Museum engages visitors with a variety of quality exhibits and programs that foster both learning and joy, and we hope ‘Exploring Trees Inside and Out’ will spur Philadelphians to take advantage of the abundant natural space available to them throughout the city and implement the fun activities highlighted in the exhibit.”

Entry to “Exploring Trees Inside and Out” is included with admission to Please Touch Museum. The museum is open daily from 9:00 a.m. – 5:00 p.m. on Monday through Saturday, and 11:00 a.m. through 5:00 p.m. on Sunday. Admission is \$15.00 for adults and children over the age of one. Children under the age of one are free. Please Touch Museum is located at Memorial Hall in Fairmount Park, 4231 Avenue of the Republic. The Museum is closed on Thanksgiving Day, Christmas Day and New Year’s Day. For more information or to support Please Touch Museum, visit their Web site at [www.pleasetouchmuseum.org](http://www.pleasetouchmuseum.org) or call 215-581-3181.

For more information about the everyday importance of trees and the “Exploring Trees Inside and Out” traveling exhibit, please visit [www.doubletree.com/thinktrees](http://www.doubletree.com/thinktrees).

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#### **About Please Touch Museum**

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 our web site at [www.pleasetouchmuseum.org](http://www.pleasetouchmuseum.org).

#### **About the Arbor Day Foundation**

The Arbor Day Foundation is a nonprofit conservation and education organization of nearly one million members, with a mission to inspire people to plant, nurture, and celebrate trees. More information on the Foundation and its programs can be found at [www.arborday.org](http://www.arborday.org).

#### **About Doubletree Hotels**

With a growing collection of contemporary, upscale accommodations in more than 200 gateway cities, metropolitan areas and vacation destinations worldwide, Doubletree hotels and resorts are distinctively designed properties that provide true comfort to today’s business and leisure travelers. From the millions of delighted hotel guests who are welcomed with the brand’s legendary, warm chocolate chip cookies at check-in to the advantages of the award-winning Hilton Honors guest reward programme, each Doubletree guest receives a satisfying stay wherever their travels take them.

Doubletree is part of Hilton Worldwide, a leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 90 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Our brands are comprised of more than 3,300 hotels in 77 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Inn & Suites, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors.

To make reservations at any Doubletree hotel, travelers may visit our website at [www.doubletree.com](http://www.doubletree.com).