

FOR IMMEDIATE RELEASE

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**PLEASE TOUCH MUSEUM CELEBRATES LITERACY THIS APRIL AS PART OF 25TH  
ANNIVERSARY OF BOOK AWARD**

**Please Touch Museum's Book Award founding sponsor is  
*The Albert M. Greenfield Foundation***

**PHILADELPHIA, PA** – 2010 marks the 25th Anniversary of Please Touch Museum's Book Award, the only award of its kind presented by a children's museum to honor the publication of quality books for young children. Since 1985, the Book Award has highlighted unique and innovative examples of storytelling for young children in two categories based on the age of the museum's visitors, kids ages seven and under. In celebration of the quarter-century old award, the museum is offering a variety of literacy related programming during April.

"We are thrilled to highlight the importance of literacy in celebration of the 25th anniversary of the Book Award, says Please Touch Museum's President and CEO Laura Foster. "Helping a child discover the joys of reading and storytelling by recommending books that excel, as well as offering a variety of educational resources in the museum are two of the ways we hope to start our young visitors onto the path of learning."

While the 25th Annual Book Award winners will not be officially announced until April, the museum has put together a series of literacy programming leading up to the Book Award ceremony on Friday, April 23. There will be story times the first three Fridays in April celebrating the following sets of books: 2010 Kids' Choice Award, 2010 Visitors' Choice Awards and 2010 Runners Up selections, including *How do You Wokka Wokka?* by Elizabeth Bluemle and *Just How Long Can A Long String Be?!* by Keith Baker. All literacy programming will take place in the Story Castle, a new programming space designed for story times, author and character appearances and musical storytelling, located in the *Kids Store*.

**Other Literacy Programming in April includes:**

**April 4 (Easter Sunday)**

**Celebrate author Maya Angelou's Birthday**

To honor this beloved author's birthday, there will be a special Poet's Corner at 1 p.m. in the Program Room featuring Angelou's poetry with jazz piano accompaniment.

**April 11**

**Cherry Blossom Queen Appearance**

As part of Fairmount Park's annual Subaru Cherry Blossom Festival, the Cherry Blossom Queen will be appearing in Please Touch Museum's Story Castle on Sunday, April 11 at noon. She will read from the traditional Japanese folktale *Momotaro, the Peach Boy* and will be available for a meet-and-greet following the reading.

**April 14**

**Crazy Hair Day**

In celebration of the annual Crazy Hair Day, kids will be able to join in the fun in the crazy hair salon set up in the Elaine Wideman-Vaughn Program Room. Try on crazy wigs, decorate your own hair with ribbons, pipe cleaners, clips, berets and more! Storytimes in the Story Castle will be held at 10:30 a.m., 12:30 p.m., and 3:30 p.m. featuring "Crazy Hair Day" written and illustrated by popular author Barney Saltzberg.

**April 23**

**Book Award Ceremony**

The winners of the 25th Annual Book Award will be honored at a special ceremony at Noon at Please Touch Museum

today. Winning author **Leslie Patricelli** will be here for a meet-and-greet and will be signing her award-winning book *Higher! Higher!* immediately following the award ceremony. The Kids Store will feature both Book Award winners at a discounted rate of 15% for each individual Book Award winner and 20% when purchasing both books on the day of the Book Award ceremony.

**April 23–25**  
**Celebrate Stories Weekend**

Sponsored by the Albert M. Greenfield Foundation

Please Touch Museum will celebrate the 25th Anniversary of the Book Award with special programming and literacy-related activities that bring favorite children's stories to life. Storytimes will take place at 12:30 p.m. in the *Story Castle* on April 24 and 25, and *Madeline* will make appearances throughout the weekend. Also on April 24, there will be a special performance of "Peter and the Wolf" in Hamilton Hall. The Kids Store will have this year's Book Award winners on sale April 23–25 at 15% off with the purchase of one of the Book Award winners, and 20% off with the purchase of both winning books.

**April 24**  
**Storybook Ball**  
**6–9 p.m.**

Families are invited to the annual *Storybook Ball* at Memorial Hall! Children and their grown-ups are encouraged to dress as their favorite storybook characters for an evening of enchanted entertainment, family-friendly cuisine, carousel rides and a Please Touch Playhouse performance of "There's Something Under My Bed." Other highlights include character appearances, music, dancing and a fantastic raffle.

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 at \$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 Stanley at 215-581-3160 or [lstanley@pleasetouchmuseum.org](mailto:lstanley@pleasetouchmuseum.org).

**April 27**  
**Celebrate author Ludwig Bemelmans' Birthday**

Special appearance by mascot Madeline in the Story Castle at 10:30 a.m., 12:30 p.m. and 3:30 p.m. Each visit will feature a story time featuring books by Ludwig Bemelman's Madeline character, and a meet-and-greet where kids will get a chance to take a picture with Madeline.

*All programming is subject to change. For the most up-to-date schedule, visit [www.pleasetouchmuseum.org](http://www.pleasetouchmuseum.org).*

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The **Albert M. Greenfield Foundation** is a Philadelphia-based philanthropic organization that supports civic and community life, including education, the arts and social service programs. The Foundation is the Founding sponsor of Please Touch Museum's Book Award and *Celebrate Stories* programs during April and May. These programs are designed to help children build their reading skills and help families to understand the importance—and fun—of reading and playing together.

**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).