

FOR IMMEDIATE RELEASE

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PLEASE TOUCH MUSEUM PROMOTES MICHAEL ARMENTO TO CHIEF FINANCIAL OFFICER

PHILADELPHIA, PA – Please Touch Museum, the Children’s Museum of Philadelphia, announced today the promotion of **Michael Armento** to Chief Financial Officer. Mr. Armento has been with the Museum since 2008 and previously served as Director of Finance. In this position, Mr. Armento will be overseeing the financial and accounting functions of the museum, including financial reporting and record keeping, budgeting, forecasting and the Museum’s IT functions.

“We are very pleased to promote Michael to CFO. He has earned the job,” said Laura Foster, President and CEO of Please Touch Museum. We were looking for an individual with financial and accounting skills and experience but who also possesses a ‘big picture’ point of view. He fills all these requirements. We are all very proud to have him on board.”

“I’m thrilled about my new role with Please Touch Museum and grateful to have the opportunity to be a part of a major Philadelphia organization serving children and families,” said Armento. “The past 18 months have been filled with extraordinary success for the museum. Now that we’re in our second year of operations at Memorial Hall, I’m excited to help continue that momentum. “

Prior to working at Please Touch Museum, Mr. Armento worked as the Business Manager at Food Export USA-Northeast, a non-profit trade association focused on facilitating trade between local food producers and importers from around the world. He also worked as controller for Saint Joseph’s Preparatory School. His ten years of accounting experience have qualified him to sit as a candidate for the Certified Management Accountant examination. Mr. Armento holds a BS in economics from the Wharton School of the University of Pennsylvania, and he is a member of both the Institute of Management Accountants and the Aircraft Owners and Pilots Association.

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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 our web site at www.pleasetouchmuseum.org.