

FOR IMMEDIATE RELEASE
January 15, 2008
CONTACT:
Frank Luzi
Director of Media Relations
215-963-0667 x 3129
fluzi@pleasetouchmuseum.org

**PLEASE TOUCH MUSEUM'S FINAL YEAR ON 21ST STREET TO INCLUDE
'FIRST WEDNESDAY NIGHTS' SPONSORED BY TARGET
Evening admission is \$2 during *Target First Wednesdays***

PHILADELPHIA, PA – Please Touch Museum, the Children's Museum of Philadelphia, will celebrate its final year on 21st Street with special evening hours on the first Wednesdays of the month from February through August, 2008. First Wednesdays, sponsored by Target, will allow visitors extra time to enjoy the museum's award-winning exhibits and programs at an affordable price: Admission for guests over the age of 1 will be just \$2 between the hours of 5:00 p.m. and 7:00 p.m.

The museum is scheduled to close its doors at 210 N. 21st Street this fall and open a new museum in the renovated Memorial Hall in Fairmount Park.

"As we count down to our move to Memorial Hall in Fairmount Park, *Target First Wednesdays* provides us with a wonderful opportunity to saying goodbye to this wonderful little museum on 21st Street," said Nancy D. Kolb, President and CEO of Please Touch Museum. "The months ahead will offer special programs ranging from the traditions of the 16th Annual Junior Jazz Festival to the excitement of our new theater performance, 'The Moving Show,' which will prepare our young visitors for our big move. We are extremely grateful to Target for helping with this celebration by allowing us to serve those working families who have a hard time getting here during the day."

"We're thrilled to partner with Please Touch Museum to offer *Target First Wednesdays* from February through August," said Laysha Ward, Vice President of Community Relations, Target. "At Target, we are dedicated to supporting the arts and hope that through this partnership we'll help make valuable, hands-on learning experiences more accessible to Philadelphia children and their families, while providing them an opportunity to spend quality time together and experience the arts in a fun and exciting way."

The museum's entire gallery floor will be open during *Target First Wednesdays*. Visitors can enjoy favorite exhibits like the *SEPTA Bus*, *Supermarket* and *Wonderland* along with theater performances, art activities, and storytelling.

Each month in 2008 will also spotlight a special theme, beginning with February's Junior Jazz Festival. Visitors on Wednesday, Feb. 6 can play on the jazz club stage, make music with instruments including the giant drums and ukulele, and see a performance of *Scat Cat's Junior Jazz Jamboree*. Other themes for *Target First Wednesdays* include:

Wednesday, March 5: *Art All Around Us*

Wednesday, April 2: *Celebrate Stories*

Wednesday, May 7: *Celebrate Stories*

Wednesday, June 4: *ABC Games*

Wednesday, July 2: *Moving*

Wednesday, August 6: *Moving*

About Target

Minneapolis-based Target serves guests at 1,591 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special

programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

* * *

Please Touch Museum® 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 seven days a week from 9 a.m. until 4:30 p.m. Admission is \$10.95 for adults and children age one and over. Children under one are free. For more information, please call 215-963-0667, visit our web site at www.pleasetouchmuseum.org.