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PLEASE TOUCH MUSEUM RINGS IN 2008 WITH A NEW YEARS' COUNTDOWN CELEBRATION!

PHILADELPHIA, PA – The little ones can't quite stay up until midnight to celebrate the New Year? Bring them to Please Touch Museum on Monday, December 31 for a countdown party that celebrates the "noon" year before moms and dads go to their grown-ups festivities. This annual celebration helps families celebrate the beginning of a new year together with party activities, music and confetti all in one place.

"Our Countdown to Noon has become a favorite over the years, and we are excited to celebrate with families for the very last time here at 21st Street before we open our doors at Memorial Hall next fall," says Please Touch Museum's President and CEO Nancy Kolb.

As the noon hour approaches, everyone will gather in the Atrium to do the Mummies' strut, watch the ball drop and see the confetti fly as our little party animals welcome 2008! Don't be surprised to see the Mad Hatter and Alice leading the parade! Please Touch Museum's favorite magician, Tommy McDonald, will also be on site for some magic tricks on the gallery floor, and kids can make their own glittery fireworks and decorate a calendar for 2008.

The second countdown will take place at 1 p.m. to accommodate the large number of visitors who make this the highest-attended day on the Please Touch calendar. Please Touch Museum will open its doors at 9 a.m. so that visitors can come in and play before the ball drops. The museum will close at 3 p.m.

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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.