

FOR IMMEDIATE RELEASE
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**PLEASE TOUCH MUSEUM ANNOUNCES ITS
23RD ANNUAL BOOK AWARD WINNERS**

Please Touch Museum's Book Award is presented by The Albert M. Greenfield Foundation

PHILADELPHIA, PA – Funky alphabet rhymes and a new take on “The Golden Rule” are the themes in the two imaginative children’s books chosen to receive the 23rd Annual Please Touch Museum Book Award, the only award of its kind to honor the publication of quality books for young children. The award is given annually to two books in categories based on the age of the museum’s visitors, kids ages seven and under.

“Since 1985, the Please Touch Museum Book Awards have been unique in highlighting some of the best examples of storytelling for young children,” says Please Touch Museum’s President and CEO Nancy Kolb. “We’re very proud to honor two more outstanding books which we hope will help children discover the joys of reading and learning.”

This year’s winners are:

Age 3 and Under

Peanut Butter and Jellyfishes

written by Brian P. Cleary and illustrated by Betsy E. Snyder

Age 4 to 7

Do Unto Otters

written and illustrated by Laurie Keller

Peanut Butter and Jellyfishes introduces young children to the alphabet with the help of colorful jellyfish, dalmatians, llamas, and even Elvis himself. This amusing alphabet book is filled with funky illustrations, collages, and silly rhymes. “And every silly letter is hidden in this silly book’s silly pages.” Brian P. Cleary has written several children’s books including *Rainbow Soup: Adventures in Poetry*, and *Rhyme and PUNishment: Adventures in Wordplay*.

Betsy E. Snyder has written and illustrated a variety of children’s books including Complete Book of Arts and Crafts and Haiku Baby.

Do Unto Otters is a fun guide to “The Golden Rule,” in which beloved children’s author Laurie Keller tells the story of Mr. Rabbit who is worried he might not get along with his new neighbors, the Otters. “Do unto otters as you would have otters do unto you,” a wise owl tells Mr. Rabbit, who learns that a friendly “please” and “thank you” go a long way when making friends. Filled with funny jokes and characters, the book introduces children to good manners and the traits important in life—politeness, honesty, consideration, friendliness, and sharing. Laurie Keller has written a variety of award-winning children’s books including *The Scrambled States of America* and *Grandpa Gazillion’s Number Yard*.

Please Touch Museum’s Book Award is given to books that are imaginative, exceptionally illustrated, and that help foster a child’s life-long love of reading. The winners will be honored at the annual Delaware Valley Association for the Education of Young Children (DVAEYC) conference on Friday, April 11, 2008, at 11 a.m. at the Pennsylvania Convention Center. Betsy E. Snyder, illustrator of *Peanut Butter and Jellyfishes*, will appear at a book signing event at Please Touch Museum on Saturday, April 12 at noon.

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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 sponsors the Please

Touch Museum Book Award and Celebrate Stories, a series of April and May museum programs designed to help children build their reading skills and help families to understand the importance—and fun—of reading and playing together.

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.