

FOR IMMEDIATE RELEASE  
March 12, 2008  
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**PLEASE TOUCH MUSEUM ANNOUNCES MAJOR GIFTS IN CAMPAIGN TO MOVE TO  
MEMORIAL HALL IN FAIRMOUNT PARK**

**PHILADELPHIA, PA** – Please Touch Museum, The Children’s Museum of Philadelphia, today announced several major gifts totaling more than \$4 million for its campaign to renovate and move to Memorial Hall in Fairmount Park. With approximately eight months to go before the museum’s momentous move to the National Historic Landmark, the campaign has raised more than \$62.5 million of its \$88 million goal.

“We are so very grateful to each member of our donor family who has embraced the Please Touch mission of enriching the lives of children by creating learning opportunities through play,” said Nancy Kolb, President and CEO of Please Touch Museum. “Their generous gifts will expand the museum’s capacity for serving children and families through innovative programs and new exhibits in Memorial Hall. The building has an extraordinary past and will now have a bright future where families play together and children start a lifetime of learning.”

\$1.1 million from Toyota: Toyota will be the presenting sponsor of the museum’s Roadside Attractions experience zone, where kids can explore the theme of transportation through a variety of activities. A Toyota vehicle, the Scion xB, which will be modified for safety and appropriate use in the museum, will appear on the exhibit floor. Kids can pretend to work on the car’s ‘engine’ or get behind the wheel for a quick ‘drive.’

The Tri-State Toyota Dealers Association encompasses 25 dealerships in Pennsylvania, New Jersey and Delaware. Since coming to the United States in 1957, Toyota has worked to contribute to the betterment of society, its employees, and to future generations. Since 1991, Toyota has contributed more than \$340 million to U.S. community and non-profit groups. Toyota supports education programs serving kindergarten through 12th grade students through its Toyota USA Foundation.

\$1 million from Bill and Susan Shea: The Sheas, of Berwyn, Pa., have a long-standing tradition of supporting educational institutions, especially those that have a positive impact on the lives of young children and families. Mrs. Shea serves on the Boards of Directors of Please Touch Museum, Boston College, St. Edmond’s Home for Children, and Philadelphia’s Gesu School, an independent Catholic school open to students from all racial, ethnic and religious backgrounds. Mr. Shea, former Chairman and CEO of Buckeye Partners L.P., serves on the boards of the Franklin Institute and the Philadelphia Free Library Foundation.

\$1 million from an anonymous donor: This anonymous gift will fund the construction and maintenance of exhibits in the museum, including the Statue of Liberty Arm & Torch, a massive sculpture being built by found object artist Leo Sewell of Philadelphia. This 40-foot sculpture, which will be comprised largely of toys, will greet visitors in the museum’s restored Great Hall. The subject matter holds a special place in Memorial Hall’s history: The original Statue of Liberty Arm and Torch was displayed at the 1876 Centennial Exhibition, the world’s fair for which Memorial Hall was built, as part of a fundraising effort to build the pedestal that now holds the full statue in New York Harbor.

\$500,000 from The Albert M. Greenfield Foundation to sponsor the Alice’s Adventures exhibit at the new Please Touch Museum at Memorial Hall. Visitors can slide down the Rabbit Hole, weave through a circular maze and discover the Mad Hatter’s Tea Party, the Hall of Doors and Mirrors, and the Pool of Tears. The Albert M. Greenfield Foundation is also the Founding Sponsor of Celebrate Stories, an annual museum program designed to help children build their reading skills and encourage families to understand the importance—and fun—of reading and playing together; and the Please Touch Museum Book Award, honoring children’s books that are imaginative, exceptionally illustrated, and that foster a child’s life-long love of reading. The Albert M. Greenfield Foundation, created by civic and business leader Albert M. Greenfield in 1953, supports civic and community life in Philadelphia including education, the arts and social service programs.

\$500,000 from The Connelly Foundation: This gift will support the display of a model depicting the fairgrounds of the 1876 Centennial Exhibition. This 20 x 30 foot model, built in 1889, is a miniature representation of the more than 200 buildings that were constructed in Fairmount Park for the 1876 World's Fair, which attracted nearly 10 million visitors to Philadelphia to celebrate the nation's 100th birthday. The model will be the centerpiece of a Centennial-themed exhibit zone in the new museum. The Connelly Foundation seeks to foster learning and to improve the quality of life in the Greater Philadelphia area. The Foundation supports local non-profit organizations in the fields of education, health and human services, arts and culture and civic enterprise.

"With these generous gifts, Please Touch Museum moves closer to realizing the ambitious vision of a vital new family destination at Memorial Hall in Fairmount Park," said Laura Foster, Executive Director of Please Touch Museum. "Memorial Hall has come such a long way both inside and out since we broke ground on the project in December 2005. We are starting to see how this incredible building will help us to improve our visitors' experience, better integrate our collections, and help us to serve more families in the community."

The museum recently launched the community phase of the capital campaign, which includes engraved pavers (\$250) to be placed in the maze at the entrance to Memorial Hall, support of the Please Touch Playhouse (\$500), support of the Captain Noah exhibit (\$1,000) and induction into the Centennial-themed 1876 Society (\$1,876). The museum continues to seek support from individuals, foundations and corporations through a number of sponsorship opportunities, including the museum's exhibit zones, the building's historic Great Hall, brand new Carousel House, and others.

About Please Touch Museum at Memorial Hall, Fairmount Park

One of America's first examples of Beaux-Arts architecture, Memorial Hall was constructed to be the Art Gallery of the 1876 United States Centennial Exhibition---a World's Fair attended by nearly 10 million people---and was the first home to the Philadelphia Museum of Art. Since agreeing to an 80-year lease on February 14, 2005, Please Touch has been engaged in a capital campaign to raise funds to restore Memorial Hall and create a much larger museum where families can explore interactive exhibits and children learn through play.

Please Touch Museum at Memorial Hall, Fairmount Park will have six exhibit zones that include expanded versions of favorite Please Touch Museum experiences like the Supermarket, the River, Wonderland, and the SEPTA Bus; three exhibit areas designed for infants and toddlers under 3; an exhibit about the 1876 Centennial that includes a model of the Exhibition fairgrounds, presented to the City of Philadelphia in 1889; a 40-foot interpretation of the Statue of Liberty's Arm & Torch created out of toys by found object artist Leo Sewell; and classics from the history of childhood in Philadelphia, including the original Rocket Express monorail from the John Wanamaker toy department (1946-1984), the set from the children's TV show Captain Noah and his Magical Ark (1967-1994), and a seasonal display of the Enchanted Colonial Village from Lit Brothers Department Store (1962-1975). Housed in a 9,000 square-foot glass addition will be a restored 1924 Dentzel Carousel which originally operated at Woodside Park, located less than 10 blocks from Memorial Hall. Visitor amenities include a restaurant, the Kids' Store offering a wide range of toys, books, games and apparel, and family restrooms.

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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](http://www.pleasetouchmuseum.org)