

FOR IMMEDIATE RELEASE  
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**KIDS GET ACTIVE AT PLEASE TOUCH MUSEUM'S  
BIGGER AND BETTER ABC GAMES, JUNE 6-27  
Your Passport to Fitness and Good Health presented by US Airways**

**PHILADELPHIA, PA** – Please Touch Museum, The Children’s Museum of Philadelphia, continues its final year on 21st Street with the return of the bigger and better ABC Games, now presented by US Airways, June 6-27. These are the 8th annual ABC Games and the last to take place at the 21st Street museum, which will close this fall when Please Touch moves to Memorial Hall in Fairmount Park. Thanks to the generous support of US Airways, young visitors will be able to enjoy sporty play for not just one but three weeks this June.

“As we count down to our move to Memorial Hall in Fairmount Park, the ABC Games provide us with a great opportunity to saying goodbye to this wonderful little museum on 21st Street,” said Nancy D. Kolb, President and CEO of Please Touch Museum. “We are extremely grateful to US Airways for helping with this celebration by allowing us to hold the Games for three weeks this year.”

All activities for the 8th Annual ABC Games presented by US Airways encourage sportsmanship, physical fitness and of course fun! Young golfers can practice their putt with a “froggy” friend in our special “Mini Frog Golf” game, test their skills at “Letter Fishing,” and feel like a real champion when they lift giant barbells with the greatest of ease in our “World’s Strongest Kid” game. All activities help children develop an interest in sports and fitness, while providing families with healthy alternatives to sedentary lifestyles.

“We’re thrilled to partner with Please Touch Museum on the ABC Games, a wonderful event that helps kids learn that exercise is fun and good for you,” said Julie Coleman, Director of Community Relations for US Airways. “By expanding the ABC Games from five days to three weeks, US Airways is hoping to foster a lifelong love of active, healthy play in children.”

Please Touch will host an opening ceremony on Friday, June 6 at 10:30 a.m. featuring a torch pass, lighting of the “ABC Games Flames,” lots of pomp and circumstance, and of course hours of games and fun.

**Children will enjoy ABC Games favorites including:**

**Mini Frog Golf** – Feed the frog as you putt on the Please Touch putting green.

**Letter Fishing** – Sit in a purple boat and use magnetic fishing poles to pull letters from the Sea of Spelling.

**Thor’s Hammer** – Use an oversized hammer and your own strength to send the peg high enough to ring the bell.

**World’s Strongest Kid** – Feel like the strongest person on earth when you lift giant barbells and boulders with the greatest of ease.

**Self-face Painting** – Paint your favorite team’s colors.

**Foosball** – A miniature version of a real foosball table.

## **About US Airways**

US Airways is the fifth largest domestic airline employing more than 36,000 aviation professionals worldwide. US Airways, US Airways Shuttle and US Airways Express operate approximately 3,800 flights per day and serve more than 230 communities in the U.S., Canada, Europe, the Caribbean and Latin America. US Airways is a member of the Star Alliance network, which offers our customers 17,000 daily flights to 897 destinations in 160 countries worldwide.

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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)