

FOR IMMEDIATE RELEASE
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**PUT ON YOUR KICKS AND GET ACTIVE AT PLEASE TOUCH MUSEUM'S
SEVENTH ANNUAL ABC GAMES!**

PHILADELPHIA -- Young sports enthusiasts and their grown-ups get ready for some sporty fun as Please Touch Museum's 7th Annual ABC Games return to the museum from June 1-5. Visitors are invited to take part in five days of games that are challenging, fun and encourage sportsmanship and physical fitness.

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.

Please Touch will host an opening ceremony on Friday, June 1 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 — Children use an oversized hammer and their own strength to send the peg high enough to ring the bell

World's Strongest Kid — Kids will feel like the strongest person on earth when they lift giant barbells and boulders with the greatest of ease

Sporty Dress-Up — Create your own sporty style by trying on a football, baseball or hockey jersey

Self-face Painting — Paint your favorite team's colors

Foosball — A miniature version of a real foosball table

Barbie Swim For Reel — Participate in a swim meet without getting wet

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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 \$9.95 for adults and children age one and over. Children under one are free. For more information, please call 215-963-0667, or visit www.pleasetouchmuseum.org.