



MEDIA ADVISORY

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PLEASE TOUCH MUSEUM HOSTS STROLLER IN THE PARK- A FAMILY FRIENDLY 5K

WHAT: *Stroller in the Park* puts a Please Touch Museum (PTM) spin on the traditional 5K walk. This family-friendly, all inclusive event is designed to promote healthy living, community spirit and togetherness.. Families are encouraged to decorate strollers and wagons and to kick off the walk by taking part in a group stretch and cheer led by the *Phillie Phanatic*. Additionally, a wellness pavilion and food tent will provide useful information, wholesome fare and fun activities for participants of every age. *Stroller in the Park* is part of Please Touch Museum's *Get Up and Grow™* healthy lifestyles initiative. This annual event is also part of First Lady Michelle Obama's *Let's Move!* program.

*****CAMERAS WELCOME*****

WHEN: Sunday, September 18, 2011
8:00am

WHO:

- The *Phillie Phanatic* leading morning stretches and cheer at 8:00am
- 8:00am – 11:00am: *Sesame Place's* Elmo available for photo opportunity
- Families begin walking the 5K path through picturesque Fairmount Park

WHERE: Please Touch Museum®, The Children's Museum of Philadelphia®
Memorial Hall, Fairmount Park
4231 Avenue of the Republic
Philadelphia, PA

ABOUT: Please Touch Museum at Memorial Hall, Fairmount Park is dedicated to enriching the lives of children by creating learning opportunities through play. The Museum is open Monday through Saturday from 9 a.m. - 5 p.m. and Sundays from 11 a.m. - 5 p.m. Admission is \$15 for adults and children age one and over. Museum members and children under one are free. On-site parking is available. For more information, call 215-581-3181, or visit www.pleasetouchmuseum.org.