FOR IMMEDIATE RELEASE
November 11, 2016

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Please Touch Museum Opens New Exhibit in Partnership with Bassetts Ice Cream

The faithful, kid-sized recreation of Reading Terminal Market Bassetts Ice Cream stand opens on November 11 (National Sundae Day); represents a renewed dedication to re-imagining Museum exhibits and experience

PHILADELPHIA, PA – On November 11 (Veterans Day and National Sundae Day), Please Touch Museum opens a brand new exhibit in partnership with fellow Philadelphia icon Bassetts Ice Cream. The exhibit is a faithful recreation of the Bassetts Ice Cream stand in Reading Terminal Market, and adds to the Museum’s true-to-life exhibit experiences that encourage children to learn about the world around them through play. The exhibit grand opening includes a free sundae bar courtesy of Bassetts from 11:00 a.m. – 3:00 p.m., featuring the brand new and exclusive flavor Please Touch Museum Birthday Party.

“Bassetts Ice Cream is a family-run business whose values align with our own,” says Please Touch Museum President & CEO Patricia D. Wellenbach. “This is an exciting partnership that unites two iconic Philadelphia institutions in support of learning through play, and sets the stage at Please Touch Museum for many more impactful collaborations, exhibit enhancements, and new initiatives to come.”

In February, the Museum will renovate the ever-popular and well-loved CHOP exhibit with the support of Children’s Hospital of Philadelphia. In May, Please Touch Museum was awarded an advancement grant from The Pew Center for Arts & Heritage for $750,000, to be awarded over the next two years. The funds will be used to research and develop

Please Touch Museum President & CEO Trish Wellenbach (third from left) with 5th generation Bassetts Ice Cream owner Michael Strange (second from left), 4th generation owner Ann Bassett (in the middle), and members of the Bassetts family.

The new Bassetts Ice Cream Stand exhibit at Please Touch Museum.
a new set of blended digital and hands-on exhibitions, education programs, and marketing and distribution strategies designed to expand the museum’s range of audiences, increase the frequency of visits, and enhance its programs.

“As a nationally-recognized children’s museum, we are committed to remaining at the forefront of our field, and ensuring that our entire Museum experience is a superior one that advances the life-changing power of learning through play,” Wellenbach continues. “Partnerships with our corporate community are essential to helping us achieve our vision and deliver our mission, as we work together to develop the critical early childhood skills today that drive the workforce of tomorrow.”

Other projects on the Museum horizon include a renovation and re-imagination of the Kids Shop retail experience with a re-opening before Thanksgiving.

About Please Touch Museum
Please Touch Museum’s mission is to change a child’s life as they discover the power of learning through play. Recognized locally and nationally as one of the best children’s museums, Please Touch Museum is open Monday through Saturday from 9 a.m. until 5 p.m. and Sundays 11 a.m. to 5 p.m. Admission is $17 for adults and children age one and over. Children under one are free. For more information, please call 215-581-3181, or visit our website at www.pleasetouchmuseum.org.

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