FOR IMMEDIATE RELEASE
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Please Touch Museum Brings Classic Children’s Books to Life on June 3
The Museum’s new temporary exhibit features interactive scenes from The Tale of Peter Rabbit, Chicka Chicka Boom Boom, The Snowy Day, Abuela and more

PHILADELPHIA, PA – On Saturday, June 3, Please Touch Museum will open a new temporary exhibit encouraging childhood literacy through the celebration of classic children’s storybooks. Storyland: A Trip Through Childhood Favorites™ turns familiar scenes from beloved works of children’s literature into three-dimensional, interactive learning spaces. Originally created by Minnesota Children’s Museum, the exhibit features experiences based on seven works of children’s literature: The Tale of Peter Rabbit by Beatrix Potter, Chicka Chicka Boom Boom by Bill Martin, Jr. and John Archimbault, If You Give A Mouse A Cookie by Laura Numeroff, Abuela by Arthur Durros and Elisa Kleven, The Snowy Day by Ezra Jack Keats, Where’s Spot by Eric Hill, and Tuesday by David Weisner. Storyland is completely bilingual in English and Spanish, and will be open at Please Touch Museum through September 10.

Storyland is presented by Target, and was made possible by a grant from the Institute of Museum and Library Services. The exhibit is sponsored locally by PECO. “At PECO, we power hundreds of local community and non-profit organizations, like Please Touch Museum, through sponsorships, grants, and volunteerism,” said Romona Riscoe Benson, PECO Manager of Corporate Relations. “We are proud to support this new exhibit that celebrates classic children’s stories through an innovative and engaging experience.”

“We are thrilled to feature a temporary exhibit that takes this multi-faceted approach to nurturing creativity and imagination, and supporting and empowering early literacy,” says Please Touch Museum President & CEO, Patricia D. Wellenbach.

“Hosting Storyland during the summer months provides opportunities for young learners to continue to develop reading and literacy skills when school is out of session.”
Highlights include a recreation of Mr. McGregor’s Garden from The Tale of Peter Rabbit where children can sneak under the fence to help find Peter’s lost belongings, the coconut tree from Chicka Chicka Boom Boom which doubles as a letter sorter and kid-operated conveyor belt, and a croaking clock tower from Tuesday. Each section of the exhibit helps children build critical reading skills, and gives parents meaningful tools to help continue the learning that prepares children for, and supplements the classroom.

A press preview of the exhibit is planned for Thursday, June 1 from 10 am – 12 pm, followed by public opening on Saturday, June 3.

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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 $19 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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