Please Touch Museum Hosts Foodie First Wednesdays in June, July and August

The Museum’s popular discounted admission, extended-hours program focuses on food and flavor throughout the summer in collaboration with Vetri Community Partnership

PHILADELPHIA, PA – Wednesday, June 7 marked the inaugural Foodie First Wednesday at Please Touch Museum. Expanding on its popular First Wednesday program which offers extended hours from 4 – 7 pm with deeply discounted $2 admission, each First Wednesday this summer will feature expanded programming focusing on the ways we grow and cook food, healthy eating, and the fun of flavor. Families can enjoy the next Foodie First Wednesdays at Please Touch Museum on July 5, and August 2.

Themed programming throughout the day on each of these dates will include a pop-up cooking play corner in the Museum’s supermarket exhibit, interactive story times that bring the fun of cooking to life with music and movement, and a drop-in and measure activity where children and families can practice measuring out cups, tablespoons, and other common cooking measurements. During the Museum’s extended evening hours from 4 -7 pm, the Vetri Mobile Teaching Kitchen will also be on hand to supplement the ongoing programming and provide live cooking demonstrations that teach visitors about different ways to prepare and serve fresh foods.

“Please Touch Museum is dedicated to the education and well-being of the whole child,” says Please Touch Museum President & CEO Patricia D. Wellenbach. “Our focus on early learning and skill-building extends to teaching children and their families how to make good choices about the foods they eat, and ultimately lead healthier, more active lives. We are thrilled to partner with Vetri to make this impactful programming accessible to families throughout the summer.”
Operated by Vetri Community Partnership (VCP), Mobile Teaching Kitchen is a modified food truck carrying everything needed for pop-up cooking class. Chefs park at schools, parks or farmer's markets and invite children and families to participate in 15-minute hands-on cooking demonstrations where they learn useful everyday culinary skills, like roasting veggies, de-stemming kale or cutting into a butternut squash.

"Our goal is to show people that healthy ingredients and at-home food preparation can be approachable, fun and, more importantly, delicious," says Amy Falkenstein, Community Outreach Manager at Vetri Community Partnership.

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.

About Vetri Community Partnership
Vetri Community Partnership was founded in 2008 by Chef Marc Vetri and restaurateur Jeff Benjamin to empower children and families to lead healthy lives through fresh food, hands-on experiences and education. Its signature Eatiquette program bring highly trained chefs to schools to help them prepare fresh, scratch-made lunches that are served family-style. VCP’s out-of-school-time programs – Vetri Cooking Lab and My Daughter’s Kitchen – give students the knowledge they need to make healthier choices and the skills to prepare healthy meals at home with their families. Vetri Community Partnership programs are active in more than 60 Philadelphia area schools and organizations, serving more than 6,000 students. For more information, visit vetricommunity.org.

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