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May 18, 2018

Please Touch Museum Unveils New Brand At Exclusive Event

Rebrand is symbolic of mission to be an innovative, 21st century children’s museum

PHILADELPHIA, PA – Today, Please Touch Museum revealed their new brand identity to donors, partners, community leaders and others involved with the organization at a VIP event held at the Barnes Foundation. The new brand identity builds on a legacy of 40-plus years of learning through play and understanding the critical importance of providing youngest learners a pathway for success in the classroom and in life.

The Museum’s rebrand is symbolic of its mission to be a leading, 21st century children’s museum, committed to creating experiences where lifelong learning begins, and every child is always welcomed to discover the power of learning through play. The new brand represents the Museum’s simple, yet significant story, “We are For Fun. We are For Learning. And we are For All.”

The unveiling showcased a new logo, featuring a friendly character inspired by children’s drawings that radiates the energy of imagination and collaboration with a creative mind and a big heart. A new 21st century website, set to launch in early June, features an updated look to modernize visitor’s experiences making the Museum even more accessible and helpful.

“Please Touch Museum’s new brand identity is an evolution, not a revolution,” said President and CEO Patricia D. Wellenbach. “Our new brand needed to have the sense of amazement, a sense that anything is possible and that we are open to all sorts of ideas as we continue to create a place of learning and joy, a place of expression and community, a place that celebrates all children from around our city and around our globe.”

As part of this innovating campaign, Please Touch Museum is inviting visitors to come and experience its new brand during a special Memorial Day Weekend celebration, May 26-28, where guests can see the new brand on display throughout the Museum.

Memorial Day Weekend will also serve as the launch date for the Museum’s 15-month “Year of the Global Child,” initiative with the opening of the temporary exhibit, Hello from Japan! Year of the Global Child will feature an array of innovative exhibitions, educational programs, special celebrations focusing on children from around the globe, providing opportunities for children at the youngest ages to understand and appreciate the uniqueness of everyone
Full programming details can be found online at http://www.pleasetouchmuseum.org/visit/calendar/

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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