

FOR IMMEDIATE RELEASE  
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FOR INFORMATION CONTACT  
Frank Luzi  
Director of Media Relations  
215-581-3171  
fluzi@pleasetouchmuseum.org

## **PLEASE TOUCH MUSEUM BRINGS ITS KIDS STORE TO PLYMOUTH MEETING MALL THIS HOLIDAY SEASON**

**PHILADELPHIA, PA** — Plymouth Meeting Mall shoppers will find extra fun and some unique gift ideas this holiday season thanks to a partnership between the mall and Please Touch Museum, the Children's Museum of Philadelphia. Please Touch is bringing its Play Patrol to the mall for four weekends in November and December and is opening a satellite version of its Kids Store in the mall, where shoppers can find unique gift ideas including tickets and memberships to the popular children's museum.

Please Touch Museum's Kids Store is your go-to for educational and exhibit-themed toys for toddlers, children and even grown-ups! From Alice in Wonderland tea sets to Statue of Liberty bobbleheads and Centennial history memorabilia, the museum's Kids Store has got it all. The Kids Store kiosk at Plymouth Meeting Mall will feature gift certificates and admission tickets to Please Touch Museum, T-shirts and other museum-branded merchandise, and the ultimate gift that lasts all year long: Please Touch Museum Memberships for families of four or six, offering 12 months of unlimited museum visits and special members-only benefits.

"We are thrilled to partner with Plymouth Meeting Mall during the busy holiday shopping season," said Laura Foster, President & CEO of Please Touch Museum. "Families with young children can stop by the Play Patrol for some fun, interactive playtime, visit Santa, and then stop by the Kids Store for the ultimate stocking stuffer: tickets and memberships to Please Touch Museum!"

"We want to give back to the community and create a festive holiday shopping experience with fun, educational opportunities for families," says Melonie Messina, mall marketing director. "Plymouth Meeting Mall's partnership with the Please Touch Museum is part of our PREIT Cares program, which is Pennsylvania Real Estate Investment Trust's springboard for charitable giving and community awareness campaigns."

Please Touch Museum's Kids Store will debut at Plymouth Meeting Mall on Friday, Nov. 27, and will be open Fridays, Saturdays and Sundays from noon–8 p.m. through Dec. 20. The Kids Store kiosk, which is located in the mall by Borders Express, will have special weekday hours on Monday, Tuesday and Wednesday, Dec. 21–23, from noon–8 p.m.

The Play Patrol is the traveling version of the museum, featuring arts and crafts activities, sports-themed activities, loads of giveaways and more. Families can take a break from their holiday shopping and take part in fun activities from noon to 4 p.m. on Saturdays and Sundays, Nov. 28–29, Dec. 5–6, Dec. 12–13 and Dec. 19–20.

Plymouth Meeting Mall is owned and managed by Pennsylvania Real Estate Investment Trust (PREIT). As seasonal music echoes throughout and families disperse to find the perfect gift for one another, Plymouth Meeting Mall is bustling with the holiday spirit. To make shopping easier this holiday season, Plymouth Meeting Mall's website, [www.shopplymouthmeetingmall.com](http://www.shopplymouthmeetingmall.com), features holiday information including interactive, festive tools such as a holiday checklist, letters to Santa, and a free e-card as well as extended mall holiday hours, Santa photos, gift cards, and mall retailer promotions. Holiday trends and tips are also featured, giving shoppers great gift ideas, holiday recipes, and suggestions for party planning, and a "Countdown to Christmas" clock ticks away minute by minute, showing shoppers how much time is remaining to buy those last minute holiday gifts. Additionally, Plymouth Meeting Mall's Facebook Fan Page, [www.facebook.com/PlymouthMeetingMall](http://www.facebook.com/PlymouthMeetingMall), provides shoppers with instant information on retailers' discounts, special offers, and upcoming events throughout the season.

PREIT, founded in 1960 and one of the first equity REITs in the U.S., has a primary investment focus on retail shopping malls and community centers. Currently, the Company's portfolio consists of 54 retail properties including 38 shopping malls, 13 community centers, and three properties under development. The Company's properties are located in the eastern half of the United States, primarily in the Mid-Atlantic region. PREIT is headquartered in Philadelphia, Pennsylvania. The Company's website can be found at [www.preit.com](http://www.preit.com). PREIT is publicly traded on the NYSE under the symbol PEI.

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**Please Touch Museum® at Memorial Hall, Fairmount Park** is dedicated to enriching the lives of children by providing learning opportunities through play. Recognized locally and nationally as one of the best children's museums, Please Touch is open Mondays through Saturdays from 9 a.m. until 5 p.m. and Sundays 11 a.m. – 5 p.m. Admission is \$15 for adults and children age one and over. Children under one are free. For more information, please call 215-581-3181, or visit [www.pleasetouchmuseum.org](http://www.pleasetouchmuseum.org).