

**FOR IMMEDIATE RELEASE**

March 17, 2010

**CONTACT:**

Frank Luzi

Director of Media Relations

215-581-3171

[fluzi@pleasetouchmuseum.org](mailto:fluzi@pleasetouchmuseum.org)

**PLEASE TOUCH MUSEUM® CELEBRATES ANNUAL  
STORYBOOK BALL FUNDRAISER ON APRIL 24**

PHILADELPHIA, PA – Families are invited to the annual Storybook Ball at Please Touch Museum on Saturday, April 24, 2010 from 6–9 p.m.! Children and their grown-ups are encouraged to dress as their favorite storybook characters for an evening of enchanted entertainment, family-friendly cuisine, carousel rides and a Please Touch Playhouse performance of “There’s Something Under My Bed.” The theme of this year’s event is “Pirates and Princesses.”

“Our Storybook Ball fundraiser promises to be a delightful event for the whole family,” says Laura Foster, President and CEO, Please Touch Museum. “We are thrilled to welcome all of the little princesses and pirates to our magical ‘castle’ in Fairmount Park.”

Other highlights include a dance performance by the GESU School Ballroom Dancers, music and dancing with D.J. Prince Charming, the opportunity to meet a variety of storybook characters, and read-alouds in the Story Castle. Guests will also have the opportunity to meet the winning author and receive a free copy of the storybook that will win the 2010 Please Touch Museum Book Award. The ball will feature family-friendly cuisine served by the museum’s exclusive caterer, Max & Me.

Please Touch Museum’s Storybook Ball is presented by the *Albert M. Greenfield Foundation*. “Cinderella” sponsors include Candlewick Press and VIST Insurance.

The regular ticket price for adults and children is \$40. Member tickets are \$30. Children 1 and under are free. Family 4-packs are available at \$140 (\$100 for members). Sponsorship opportunities are also available. All proceeds benefit Please Touch Museum’s interactive exhibits and programs. For more information, contact Laura Stanley at 215-581-3160 or [lstanley@pleasetouchmuseum.org](mailto:lstanley@pleasetouchmuseum.org).

\* \* \*

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 Monday through Saturday 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).