

FOR IMMEDIATE RELEASE
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PLEASE TOUCH MUSEUM ANNOUNCES ITS 22ND ANNUAL BOOK AWARD WINNERS

Please Touch Museum's Book Award is presented by the Albert M. Greenfield Foundation

PHILADELPHIA, PA -- The sights, sounds, and colors of nature and the hidden joys that lay beneath the surface of things are the themes that come alive in the two imaginative children's books chosen to receive the 22nd Annual Please Touch Museum Book Award, the only award of its kind to honor the publication of quality books for young children. The award is given annually to two books in categories based on the age of the museum's visitors, kids under the age of 7.

"Since 1985, the Please Touch Museum Book Awards have been unique in highlighting some of the best examples of storytelling for young children," says Please Touch Museum's President and CEO Nancy Kolb. "We're very proud to be announcing two more outstanding books which we hope will help children discover the joys of reading and learning."

This years winners are:

Age 3 and under – **In the Fiddle Is A Song: A Lift-the-Flap Book of Hidden Potential** written and illustrated by Durga Bernhard

Age 4 to 7 – and **I Love Our Earth** by Bill Martin, Michael Sampson and photographer Dan Lipow

In the Fiddle Is a Song opens young eyes to the remarkable possibilities within the ordinary things we see every day. An acorn is not just an acorn... somewhere deep inside is a tree waiting to grow tall. And the golden wheat swaying in the breeze is bread, just waiting to be baked. Durga Bernhard has written and illustrated several children's picture books including *To & Fro*, *Fast & Slow*; *Eagles: Lions of the Sky*; and *A Ride on Mother's Back*.

Love Our Earth celebrates our home in this joyous, poetic tribute to the Earth's colors, climates, and seasons. Panoramic photographs capture the majesty of nature from swirling deserts to curling ocean waves. Tying all these wonders together are the faces of children from around the globe, reflecting our shared connection to the planet. The late Bill Martin Jr. wrote more than 200 children's books, including the beloved classics *Chicka Chicka Boom Boom* and *Brown Bear, Brown Bear, What Do You See?* Author and former educator Michael Sampson has written 25 picture books, including the acclaimed *I Pledge Allegiance*.

Please Touch Museum's Book Award is given to books that are imaginative, exceptionally illustrated, and that help foster a child's life-long love of reading. Winners Durga Bernhard and Michael Sampson will be honored at the annual Delaware Valley Association for the Education of Young Children (DVAEYC) conference Friday, March 16, 2007, at 11 a.m. at the Pennsylvania Convention Center. The authors will appear at a book signing event at Please Touch Museum on Saturday, March 17, 2007 at 12 p.m. The museum will also be displaying original illustrations and photographs from both books during April and May as part of the annual "Celebrate Stories" months presented by The Albert M. Greenfield Foundation.

PHILADELPHIA READS “Read Across America” Kick Off Event

You're never too old, too wacky, too wild, to pick up a book and read with a child! March 2 is Dr. Seuss's birthday and the 10th anniversary of the National Education Association's "Read Across America Day" literacy campaign. Join special guests from PHILADELPHIA READS for some Seussical activities and learn how the city will take part in this special day of reading.

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Please Touch Museum – Celebrating 30 Years of Learning Through Play – 1976-2006

Please Touch Museum® 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 seven days a week from 9 a.m. until 4:30 p.m. Admission is \$9.95 for adults and children age one and over. Children under one are free. For more information, please call 215-963-0667, visit our web site at www.pleasetouchmuseum.org or email us info@pleasetouchmuseum.org.