



PUBLIC RELATIONS

FOR IMMEDIATE RELEASE

CONTACTS:

Kat Stein / The Franklin Institute
Director, Public Relations & Communications
215.448.2375
kstein@fi.edu

Frank Luzi/Please Touch Museum
Director of Media Relations
215.581.3171
fluzi@pleasetouchmuseum.org

**TARGET SPONSORS FIRST WEDNESDAYS AT PLEASE TOUCH MUSEUM AND
COMMUNITY NIGHT AT THE FRANKLIN INSTITUTE**

January 7, 2010, Philadelphia, PA -- Target, known for its efforts to make museums accessible to the community, will continue its sponsorship of special free or low-priced admission at two of Philadelphia's most popular museums through March 2011. *Target Community Night* at The Franklin Institute, which takes place on the third Wednesday of the month from 5-8 p.m., welcomes visitors from underserved communities to enjoy free admission. Please Touch Museum at Memorial Hall will also continue its *Target First Wednesdays*, staying open late on the first Wednesday of each month with \$2 admission between 5-7 p.m.

Target Community Night at The Franklin Institute provides access to engaging and inspiring experiences in science through the Museum's fun-filled exhibits, hands-on programs, and IMAX films. In spring 2010, visitors can look forward to two new interactive exhibitions, *Changing Earth* and *Electricity*. The Franklin Institute was awarded the 2008 National Medal for Museum and Library Service, the nation's highest honor for museums and libraries, for its outstanding community outreach programs, including *Target Community Night*.

"We are excited that Target has continued its support of this important outreach effort," said Dr. Dennis Wint, president and CEO of The Franklin Institute. "Target's partnership helps us to reach out to families that would normally not be able to afford a museum visit, and to further expand our efforts to engage underserved populations with science and science learning."

Target First Wednesdays provides visitors extra time to enjoy Please Touch Museum. The museum's entire gallery floor is open during *Target First Wednesdays*. Visitors can enjoy six interactive exhibits along with theater performances, art activities, and storytelling. The museum is committed to serving children of all socio-economic backgrounds. In 2002, the museum's community programs and record of public service received the Institute of Museum and Library Services' National Award for Museum Service.

"We are delighted that Target is continuing its sponsorship and dedication to making Please Touch Museum accessible to more families," said Laura Foster, President and CEO of Please Touch Museum. "We are extremely grateful to Target for helping us to serve working families who have a hard time getting here during the day."

“Target is proud to continue our support with the *Please Touch Museum* and *The Franklin Institute*, said Laysha Ward, president, community relations, Target. “Through these unique partnerships, we hope to help make valuable, hands-on learning experiences more accessible and affordable to Philadelphia families, while providing an opportunity to spend quality time together.”

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,740 stores in 49 states nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million a week.

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.

About The Franklin Institute

Founded in honor of America’s first scientist, Benjamin Franklin, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. It is dedicated to creating a passion for science by offering new and exciting access to science and technology in ways that would dazzle and delight its namesake. For more information, please visit www.fi.edu.

###