



NEWS RELEASE

CONTACTS:

Kory Aversa
215-581-3171 / Mobile 215-880-4665
kaversa@pleasetouchmuseum.org

Emily Polhamus
215-581-3161
epolhamus@pleasetouchmuseum.org

PLEASE TOUCH MUSEUM® AND FIRST FINANCIAL GROUP LAUNCH FINANCIAL LITERACY PROGRAMMING FOR YOUNG CHILDREN

New programming will feature an original theater show, puppet pal, interactive workshops and hands-on activities that teach kids about earning, saving, spending and investing

July 11, 2011/ PHILADELPHIA, PA – Please Touch Museum® (PTM) at Memorial Hall, Fairmount Park, presents new programming to introduce young children to the concepts of earning, saving, spending and investing. Financial Literacy at Please Touch Museum runs Tuesday, August 2, 2011 through Friday, September 30, 2011. Financial-related activities will include a theater show, story time, Banker Puppet Pal, interactive workshop, and Design Your Dime activity. Financial Literacy at Please Touch Museum is presented by First Financial Group, a member of the MassMutual Financial Group, with additional support from US Airways. Activities are included in the regular price of admission. For a schedule, or more information, please visit www.pleasetouchmuseum.org or call 215-581-3181.

Financial Literacy is PTM's first program to address earning, saving, spending and investing for children age seven and under. Financial Literacy is a new program under PTM's "Get Up and Grow™ Initiative," which is a lighthearted, interactive, content-based approach to teaching lifelong habits that result in healthier, happier families through compelling resources, exhibits, messaging, events and open-ended play.

"Please Touch Museum recognizes that financial health, along with fitness, proper nutrition and a sustainable environment, are essential for busy bodies to play, learn and grow," said PTM President and CEO Laura Foster. "Our partnership with First Financial Group will help children improve their mental and physical health, along with their overall quality of life. Together, we will introduce basic financial concepts to children so that they develop tools for a lifetime of financial well-being."

Financial literacy programming is presented by First Financial Group, a member of the MassMutual Financial Group, with additional support from US Airways. "First Financial Group's commitment to financial literacy for children and families, coupled with our strong desire to give back to the community, has resulted in our sponsorship of the Please Touch Museum's financial literacy program," said Harris S. Fishman, President of First Financial Group. "Keeping on track with family finances can be challenging in today's economic times. Our activities with Please Touch Museum are exciting designed to help parents and children stay on track financially."

Program activities that will debut at Please Touch Museum as part of Financial Literacy will include:

The Pinch & Penny Show

Dates/times: Tuesday, August 2, 2011 – Sunday, September 18, 2011 (Note: Theater will be dark on August 7 and 8, 2011.) Monday – Saturday at 11:00am, 1:00pm and 3:00pm, and Sunday 1:00pm and 3:00pm; After Labor Day (September 6), Monday, Wednesday, Friday and Saturday at 11:00am, 1:00pm and 3:00pm, and Sunday at 1:00pm and 3:00pm

Summary: The Please Touch Museum Playhouse Theater presents *The Pinch & Penny Show*, a story that explores the concept of saving money for something you really want or need, rather than spending it carelessly. *The Pinch & Penny Show* runs approximately 25 minutes, and is free with museum admission.

Design Your Dime

Dates/times: Monday – Saturday 10:00am – 4:00pm, and Sunday 12:00pm – 4:00pm

Summary: The Elaine Wideman-Vaughn Program Room will feature “Design Your Dime.” Visitors will create their own currency. The activity will help children explore the design principles behind money, including historical figures, symbolism, numbers, and more. The Program Room will also feature opportunities for learning how money exchange works through play, as well as a display case of play money.

Kids \$mart Start Interactive Workshops

Dates/times: Saturdays, August 6, August 13, August 20, August 27, September 3 and September 10, 2011 between 10:00am – 10:45am

Summary: First Financial Group presents MassMutual’s Kids \$mart Start workshops to help parents teach their children all about money. These fun, interactive workshops will include age-appropriate plans for saving, how to identify a "want" vs. a "need", how to manage pocket-money, and how to plan for larger purchases. Workshop games and lessons are designed to encourage discussions between parents and children on the importance of good financial habits. “Please Touch Museum and MassMutual's Kids' \$mart Start program offer a way for kids of all ages to have fun while learning financial basics that will benefit them throughout their lifetime,” said Nick Fyntrilakis, MassMutual Assistant Vice President, Community Responsibility.

PTM Puppet Pal – Banker

Dates/times: Ongoing

Summary: Children are invited to meet the latest addition to the PTM Puppet Pal family – Banker Puppet Pal. This dapper businessman will be seen in PTM’s exhibits talking about numbers and counting with young visitors. PTM is hosting a promotion to name Banker Puppet Pal on PTM’s Facebook page. The promotion runs Monday, July 11, 2011 through Thursday, July 28, 2011, when the new name is announced.

Story Time

Dates/times: Monday – Saturday at 10:30am and 3:30pm, and Sunday at 12:30pm and 3:30pm

Summary: Families will enjoy story times featuring age appropriate books which focus on money, savings, numbers and counting. Story time takes place in Story Castle, at the rear of the Please Touch Museum Kids Store.

Financial Literacy at Please Touch Museum will run Tuesday, August 2, 2011 through Friday, September 30, 2011. For a schedule of events, visit www.pleasetouchmuseum.org or call 215-581-3181. Activities are included in the regular price of admission, which is \$15 for adults and children age one and over. Museum members and children under one are free.

Please Touch Museum at Memorial Hall, Fairmount Park, is located at 4231 Avenue of the Republic, Philadelphia, PA 19131. Operating hours are Monday through Saturday from 9:00am until 5:00pm, and Sundays from 11:00am – 5:00pm.

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About Please Touch Museum

Please Touch Museum® (PTM), The Children’s Museum of Philadelphia™, is dedicated to enriching the lives of children by providing learning opportunities through play. PTM is open Monday through Saturday from 9:00am until 5:00pm, and Sundays from 11:00am – 5:00pm. Admission is \$15 for adults and children age one and over. Museum members and children under one are free. On-site parking is available. For more information, call 215-581-3181, or visit www.pleasetouchmuseum.org.

About First Financial Group

First Financial Group is a financial services firm serving more than 20,000 clients with more than \$1.3 billion in client assets as of December 31, 2010. First Financial Group has offices in Bala Cynwyd, PA; New Castle, DE; Marlton, NJ; and Ocean City, NJ. FFG has a team of financial experts specializing in business planning, estate planning, retirement planning, executive and employee benefit programs and special needs financial planning for families. For more information, visit www.thefirstfinancialgroup.com or call 610-766-3000.

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