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**NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY OPENS POP UP SHOP IN
CHERRY HILL MALL**

On March 2, 2014, the **National Museum of American Jewish History's (NMAJH) Museum Store** opened **two satellite kiosks** in the **Cherry Hill Mall** to promote the Museum's exciting new exhibition, [*Chasing Dreams: Baseball and Becoming American*](#). *Chasing Dreams* is the first large-scale exhibition to focus on the role baseball has played in the lives of immigrant and minority communities as they sought to understand and express — or challenge — American culture and ideals. The launch was timed to coincide with both the opening of the exhibition and with Passover, providing a convenient place for mall-goers to pick up fun exhibition-related merchandise and/or items for the upcoming holiday. Items ranging from baseball jerseys, caps, onesies, and jewelry made out of game-used baseballs to Passover items such as Haggadot, Seder plates, and much more are available. The kiosks also carry items from the iconic Robert Indiana AHAVA (LOVE) collection, including sterling silver jewelry, t-shirts, baby items, and tote bags; proceeds from sales of this collection benefit both NMAJH and the Israel Museum in Jerusalem.



In addition to providing a convenient outlet for mall-goers, the kiosks provide a taste of what customers would encounter at the 2000 square foot store at the Museum on 5th and Market streets in Philadelphia. According to Kristen Kreider, director of retail operations at NMAJH, and former owner of American Pie Contemporary Crafts, "Our Museum Store has been recognized

as ‘the *best curated Museum store around*’ by *The New York Jewish Week*. We’re a great resource for ceremonial items, jewelry, Bnai Mitzvah gifts, wedding registries, and gifts for every Jewish occasion. Many of the pieces we sell function both as ceremonial items and as year-round art objects that can function to tastefully and elegantly express one’s Judaism in the home. These pop-up stores are a way for us to open our doors to those who may not visit the city regularly. And hopefully they will also serve as reminders to visit the Museum, further supporting the important work it does every day.” All of the proceeds from the Museum Store and its pop-up shops support the Museum, its exhibitions, and its educational programs. “Our Philadelphia and online customers like purchasing from us because of the direct benefit to the institution, and they like their gift recipients to know they supported our Museum with their purchase. The recipients also often appreciate the gift even more for the same reason,” says Kreider.

The temporary kiosks are located near the Cherry Hill Bistro through May. The Museum Store also has an online store, www.judaicashop.net.

The National Museum of American Jewish History, located on historic Independence Mall in Philadelphia, brings to life the 360-year history of Jews in America. Tracing the stories of how Jewish immigrants became Jewish Americans, the Museum invites visitors of all backgrounds to share their own stories and reflect on how their histories and identities shape and are shaped by the American experience. An open door for all, NMAJH honors the past and contributes to a better future by sharing the power of imagination and ideas, culture and community, leadership and service, in ways that turn inspiration into action.

The National Museum of American Jewish History is located at 101 South Independence Mall East at the corner of Fifth and Market Streets in Philadelphia. Museum hours are Tuesday to Friday, 10:00 am - 5:00 pm, and Saturday and Sunday 10:00 am - 5:30 pm. NMAJH is closed most Mondays, including federal holidays and some Jewish holidays. Museum admission is \$12.00 for adults, \$11.00 for senior citizens and youth, free for children 12 and under, Museum Members, and active military with ID. For information on the Museum, the public may call 215.923.3811 or visit the website at NMAJH.org.