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BRAIN AWARENESS WEEK AT THE FRANKLIN!
Bike Helmet Giveaway on Saturday, March 15th

Philadelphia, PA — March 7, 2008 — In support of **National Brain Awareness Week**, March 10-16, The Franklin Institute will partner with Temple University's Society of Neuroscientists, other local Philadelphia universities and the Brain Injury Awareness Association of Pennsylvania, to provide a unique opportunity for students and visitors to learn about the structure and function of the human brain. This three-day event, to be held **Thursday, March 13 through Saturday, March 15**, will provide visitors with the opportunity to talk with neuroscientists about the different neurological dysfunctions affecting us, such as strokes, aneurysms, brain tumors and Alzheimer's disease, and to see and feel real brains or take a "brain quiz" at the *Brain Bar*.

Activities will focus on the brain and the senses, reflexes and reaction time, comparisons across animal species, the function of the eye, how we hear, how scientists view the brain, and how to protect our brain from harm, including bike helmet safety.

Two interactive demonstrations, **Optical Illusion Show** and **Ask the Neurosurgeon** will be held **each day**. The *Optical Illusion Show* (11:30am in Musser Theater) challenges the audience with optical illusions and other brain games. Visitors are walked through a neurological diagnosis and questions are encouraged during *Ask the Neurosurgeon* (12:30pm in Musser Theater).

On Saturday, **March 15th from 9AM to 3PM**, The Brain Injury Awareness Association of Pennsylvania will be fitting and giving out over 300 bike helmets for children.

All brain awareness events take place in Lower Harcourt 1 on the first floor and are included in Sci-Pass admission (\$13.75 for adults, \$11.00 for seniors, children under 12 and military, IMAX is an additional \$5.00.) For more information, log on to www.fi.edu or call 215.448.1200.

The Franklin Institute was named #1 in the world by Art Newspaper, with the highest attendance for a temporary exhibit in 2007. One of only four cities in the U.S. chosen to host "*Tutankhamun and The Golden Age of Pharaohs*, The Franklin Institute has experienced tremendous growth over the past few years. **Star Wars: Where Science Meets Imagination is currently on view at The Franklin through May 4, 2008** In October, The Franklin will host scientists from around the world for the annual conference of the Association of Science-Technology Centers (ASTC).