

TUTANKHAMUN

AND THE GOLDEN AGE OF THE PHARAOHS



The Franklin Institute
Science Museum

FOR IMMEDIATE RELEASE

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KING TUT CELEBRATES ANOTHER RECORD-BREAKING DAY WITH LARGEST SINGLE-DAY CROWD IN THE FRANKLIN INSTITUTE RUN

*“Tutankhamun and the Golden Age of the Pharaohs” Will Be Open Around the Clock
During Final Weekend*

PHILADELPHIA (September 19, 2007) — Breaking another record and surpassing previous sales estimates, The Franklin Institute quadrupled its Saturday attendance this past weekend for “Tutankhamun and the Golden Age of the Pharaohs,” marking the largest single-day crowd at the exhibit during its Philadelphia run.

To accommodate the surge in last-minute ticket buyers, The Franklin Institute will expand the operating hours of the city’s most popular traveling exhibit for the final weekend, featuring 24-hour access to the exhibit.

- **This Weekend is Midnight Madness!** Extended hours begin **this weekend. Friday, Sept. 21 and Saturday, Sept. 22** visitors will be able to view the timeless golden treasures from 8:30 a.m. **until midnight.**
- **Final “Tut Around the Clock” Weekend – 24 HOURS OF TUT!** “Tutankhamun and the Golden Age of the Pharaohs” will open at 8:30 a.m. on **Friday, Sept. 28, and will stay open continuously until 11 p.m. on Sunday, Sept. 30**, with entry to the exhibit every half-hour. Also, WMMR-FM will broadcast live outside The Franklin Institute on Friday, Sept. 28, to mark the last weekend of the exhibit’s run. Join the party, beginning at midnight and continuing through 5 am on Saturday. Stop by to **win a trip for two to London** (King Tut’s next stop) from WMMR’s DJ Marcus.

- more -

- **The Golden Ticket is BACK!** All summer long, visitors were able to purchase the incredible Golden Ticket deal that included entrance to the exhibit along with a spectacular IMAX journey into Ancient Egypt through *Mummies, Secrets of the Pharaohs*. Now the Golden Ticket is back, through the end of the exhibit's run, for just \$25. Golden Tickets are good for entrance after 4 p.m. Sunday-Thursday only, and are available by calling 877-TUT-TKTS (877-888-8587).
- Help the museum count to **1,300,001** visitors with the **Live Attendance Tracker**, brought to you by The Franklin Institute, WPVI-TV and *The Philadelphia Inquirer*. To see the latest attendance numbers, visit www2.fi.edu/tut/tickets.html, tune in to WPVI-TV (or log on to 6abc.com), watch for them daily in *The Philadelphia Inquirer*, or check out the corner of 20th Street and the Ben Franklin Parkway to see the countdown in person.

The museum needs to issue **66,050** more tickets to beat one final record and earn the title of “***Most Visited Traveling Exhibit in the U.S.***” Already the most visited location of the current tour, The Franklin Institute invites you to be a part of the most exciting exhibit in Philadelphia history.

Call 215.448.1200 or 877-TUT-TKTS to reserve tickets. Visit www.fi.edu/tut or www.kingtut.org for more information.

ABOUT THE EXHIBIT

“Tutankhamun and the Golden Age of the Pharaohs” is organized by National Geographic, Arts and Exhibitions International and AEG Exhibitions, with cooperation from the Egyptian Supreme Council of Antiquities. Mellon Financial Corporation is the presenting sponsor and PECO is the associate sponsor in Philadelphia. The exhibition is supported by the Greater Philadelphia Tourism and Marketing Corporation.

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