



PUBLIC RELATIONS

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**BRAIN AWARENESS WEEK AT THE FRANKLIN INSTITUTE TO FEATURE
WEEK –LONG PROGRAMMING MARCH 15TH-21ST**

*Main Line Health to kick-off event with Free Stroke Lecture and Assessments
The BODY WORLDS 2 & The Brain Exhibition will offer more than 50 specimens of the brain for
the public to view*

Philadelphia, PA – March 8, 2010 – The Franklin Institute and *BODY WORLDS 2 & The Brain* have teamed up to sponsor several free activities, open to the public in celebration of the worldwide Brain Awareness Week March 15th-21st.

Brain Awareness Week (BAW) is a global campaign designed to increase public awareness on the brain and nervous system research. The international coalition of Brain Awareness Week partners includes more than 2,000 universities, K-12 schools, hospitals, patient groups, museums, government agencies, service organizations, and professional associations that join in a week-long celebration of the brain. BAW is celebrating its fifteenth anniversary campaign this year.

Main Line Health will kick off the week by hosting a free stroke lecture and stroke assessments in the *BODY WORLDS 2 & The Brain* exhibit on Monday, March 15th at 11:00am. Dr. Lucas Zahir Margolies will lead the discussion and discuss stroke recognition, risk factors and prevention, and emphasize the F.A.S.T. program. A Question & Answer session will follow.

The event is being held inside the large neuron structure housing that surrounds the nervous system section in the *BODY WORLDS* exhibition. This multidimensional showcase strikes a celebratory chord about the brain. “The brain is the one organ in the body about which new discoveries are made every day, and about which our knowledge is constantly evolving,” said Dr. Angelina Whalley, designer of the exhibition. “*BODY WORLDS* shows visitors that when people understand more about how their body works they are empowered to lead healthier lives.” The exhibition contains more than 200 authentic human specimens including more than 50 specimens of the brain.

The Franklin Institute will also announce its activities planned for the week, offering an incredible chance for students and visitors of all ages to learn about the brain. Events include opportunities to speak with neuroscientists and brain surgeons, see and feel real brains, take a brain quiz, learn about brain safety and much more. Daily programs will also include an “Optical Illusion” show and “Ask

the Neuroscientist” forum in Demonstration Theater along with museum-favorites such as the eye dissection, Brain Bar and Puzzles and Brainteasers cart.

Schedule of Events:

Monday, March 15:

11:00am-Main Line Health to offer free stroke lecture and kick-off to Brain Awareness Week. Following the lecture, The Franklin Institute will display an interactive Brain Bar and eye dissection.

11:30am-1:00pm Four professionals will provide stroke risk assessments from Main Line Health. They will also have giveaways, and the museum will provide the Brain Bar and ask the expert station.

Tuesday, March 16:

10:00am-1:00pm Southeastern Pennsylvania Tobacco Control Project (SEPA) to offer "The Effects of Smoking on the Brain" event in the *BODY WORLDS* exhibit.

Thursday, March 18-Saturday, March 20:

- Optical Illusion/Ask the Neuroscientist in Demonstration Theater
- Table activities in Harcourt
- Optical Illusion Show 11:00am each day in Demonstration Theater
- Ask the Neurosurgeon 12:30pm each day in Demonstration Theater
- Eye Dissection 11:15am and 12:45pm each day in the Giant Heart exhibit
- Puzzles and Brainteasers Cart throughout the day in Key Hallway
- Brain Bar throughout the day in the Giant Heart exhibit
- Bike helmet give-away on Saturday, March 20
- Nutrition presentation Saturday, March 20 11:00am-1:00pm in Body Worlds exhibit

About Gunther von Hagens' *BODY WORLDS*:

Dr. Gunther von Hagens invented Plastination in 1977 in an effort to improve the education of medical students. He created the *BODY WORLDS* exhibitions to bring anatomy to the public. The organs and whole-body plastinates in the exhibition derive from people who have, in their lifetime, generously donated their bodies for Plastination, to specifically educate future generations about health. More than 10,000 donors including more than 1,000 Americans have bequeathed their bodies to von Hagens' Institute for Plastination in Heidelberg, Germany.

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.