



PUBLIC RELATIONS

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**THE FRANKLIN INSTITUTE ACHIEVES CHARITY NAVIGATOR  
4-STAR RATING FOR SOUND FISCAL MANAGEMENT –  
SECOND CONSECUTIVE YEAR**

**Philadelphia, PA, September 28, 2009** -- Charity Navigator, America's premier independent charity evaluator, has awarded The Franklin Institute its most coveted honor – a 4-star rating for sound fiscal management – for the second consecutive year. Only 19% of charities assessed by Charity Navigator have been able to secure a 4-star rating in consecutive years, indicating that The Franklin Institute outperforms most other charities in America.

*“This rating is a clear reflection of the Institute’s excellence as a world-class science museum. It demonstrates that there is truly an organization-wide standard and desire to uphold the highest level of fiscal and business management, in addition to customer service, informal science education, and overall visitor satisfaction,”* said Marsha Perelman, Chair, Board of Trustees of The Franklin Institute. *“This honor affirms that the Institute is a leader among science centers, and that the staff here is continuously doing a tremendous job to assure it remains as such.”*

Charity Navigator has been acknowledged and celebrated for its unique method of applying data-driven analysis to the charitable sector by the likes of *Forbes*, *Business Week* and *Kiplinger’s Financial Magazine*. As the leading charity evaluator in America, it evaluates 10 times more charities than its nearest competitor and attracts more visitors to its website than all other charity rating groups combined.

**The Franklin Institute**, one of the nation’s preeminent science museums, has doubled its attendance in the last five years. Upgraded facilities, which range from a re-built heart to a 5,000 square foot store to blockbuster exhibits like *Titanic*, *BodyWorlds* and *Tut* have generated unprecedented attention and audiences. Increasingly a “go-to” destination, The Franklin is known for blockbuster exhibits, one-of-a-kind theatrical experiences, a growing roster of evening events for adults, and cutting-edge community learning (including a high school partnership with the School District of Philadelphia) with national influence. All are aimed at explaining science in ways that impact on people’s lives. Founded in honor of America’s first scientist, Benjamin Franklin, the mission of The Franklin is to inspire an understanding of and passion for science and technology learning. For more information, please visit [www.fi.edu](http://www.fi.edu).

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