



PUBLIC RELATIONS

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**CLIMATE CHANGE: ITS IMPACT...OUR ACTION**  
**A DISCUSSION OF FUTURE PUBLIC POLICY**  
**ON EARTH DAY AT THE FRANKLIN INSTITUTE**

**Philadelphia, PA – April 7, 2010** – The Franklin Institute recognizes the 40<sup>th</sup> anniversary of Earth Day with a lively discussion and debate on climate change on Thursday, April 22. **Mark Alan Hughes**, Distinguished Senior Fellow of the University of Pennsylvania’s School of Design and founding Director of Sustainability for the City of Philadelphia – will moderate the discussion which features several key panelists in the area of sustainability. ***Climate Change: Its impact...our action*** comes on the heels of the launch of The Franklin Institute’s newest permanent exhibits *Changing Earth & Electricity*. Together these complementary new exhibits help visitors explore the interconnected nature of our lifestyles, our technology and our environment.

Scientists all agree that climate change is a reality. The panelists and audience will discuss a number of issues including how to stabilize the rate of climate change, and how we can change models for living in the Greater Philadelphia region with a smaller carbon footprint. They will explain the science behind climate change as well as the range of innovative policy solutions related to building practices, water usage, food distribution and energy production and distribution.

**Panelists Include:**

**Keith Dixon** - Climate Scientist, National Oceanic and Atmospheric Administration

**Brian Phillips** - Founder, Interface Studio Architects LLC

**Howard Neukrug** - Director of the Office of Watersheds, Philadelphia Water Department

**Audrey Zibelman** - President and CEO, Viridity Energy Services

**Yael Lehmann** - Executive Director, The Food Trust

Admission to ***Climate Change: Its impact...our action*** is \$10 (\$7 for members). To purchase tickets, please call 215-448-1254. For more information, please visit [www.fi.edu](http://www.fi.edu).

**The Franklin Institute**

Located in the heart of Philadelphia, 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. Four floors of exhibits include the brand-new interactive *Changing Earth* and *Electricity*, in addition to *The Giant Heart*, *Franklin Air Show*, *Space Command*, and *Sports Challenge*. The museum also houses three state-of-the-art theaters: Fels Planetarium, Tuttleman IMAX Theater, and a new 3D/HD theater. Pennsylvania’s most visited museum, The Franklin Institute is dedicated to creating a passion for science by offering new and exciting access to science and technology. For more information: [www.fi.edu](http://www.fi.edu).