

FOR IMMEDIATE RELEASE

Contact: Kat Stein 215.448.2375

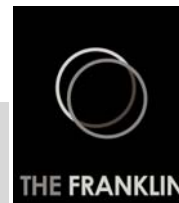
**TROY M. COLLINS NAMED SENIOR VICE PRESIDENT OF PROGRAMS,  
MARKETING AND BUSINESS DEVELOPMENT AT THE FRANKLIN INSTITUTE**

December 30, 2008 – Philadelphia, PA – Troy M. Collins has been named Senior Vice President of Programs, Marketing and Business Development at The Franklin Institute, announced Dr. Dennis M. Wint, President and CEO. Collins will join The Franklin Institute, beginning in February, from the Battleship New Jersey Museum and Memorial where he served as President and CEO. In his new position, Collins will oversee the Institute’s three centers -- the Science Center, the Franklin Center and the Center for Innovation in Science and Learning. Collins will ensure successful program development and high-profile exhibition bookings, and lead all marketing and communications functions for the Institute.

*“Troy brings important non-profit and for profit experience to The Franklin Institute,”* said Wint. *“We are delighted to have an executive of his caliber and capabilities in building and growing museums.”*

Collins was President and CEO of the Battleship New Jersey Museum and Memorial in Camden, New Jersey from 2002 until the present. At the Battleship, Collins led the creation, management and growth of the start-up historic naval ship museum, and grew the museum to the 8<sup>th</sup> largest tourist attraction in the Philadelphia region, and one of the largest naval ship museums in the country.

Collins was previously president of Collins Entertainment Services. Collins began his career at Spectacor Management Group, and had stints at Radio City Productions as a Director of Event Development in New York, and as Executive Director of the Tweeter Center at the Waterfront for Clear Channel Entertainment. He is on the Board of Directors for the South Jersey Cultural Alliance, Historic Naval Ships Association and JCC of Southern New Jersey. In 2002 he was named South Jersey’s “Top 33 People to Watch” by *South Jersey Magazine*, and “40 Under 40” by *NJ Biz Magazine*. In 2003, the *Philadelphia Business Journal* also named Collins as a top “40 Under 40.”



## **The Franklin Institute**

Founded in honor of America's first scientist, Benjamin Franklin, The Franklin Institute is one of America's oldest and premier centers of science education and development in the country. Today, the Institute continues its dedication to public education and 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](http://www.fi.edu).

# # #