



**For Immediate Release**

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**LEADING BRAINS GATHER TO DISCUSS WHAT'S HOT IN BRAINS**

***The Franklin teams up with DISCOVER Magazine  
and National Science Foundation on November 19th***

**Philadelphia, PA—November 14, 2008**—The Franklin, DISCOVER Magazine, and the National Science Foundation are bringing the world's leading brain experts to Philadelphia next week to tackle the question of "What are the big remaining challenges related to the science of the human brain?"

Beginning Wednesday, November 19 at 7 PM, the free panel discussion, "Unlocking the Secrets and Powers of the Brain," features leading psychologists and neuroscientists debating the hottest issues in brain research – from predicting behavior to manipulating memory to understanding consciousness. Admission is free. For advance registration, please call at (215) 448-1254. A book signing will follow.

Hosted by The Franklin, the panel will be moderated by the award-winning author (and DISCOVER columnist) **Carl Zimmer** and features:

- **Daniel J. Levitin:** James McGill Professor of Psychology at McGill University and author of the bestselling book "Your Brain on Music."
- **Michael Gazzaniga:** Director of the Sage Center for the study of Mind at the University of California and author of the new book "Human: The Science Behind What Makes Us Unique."
- **Rebecca Saxe:** holds the Carole Middleton Career Development Professorship in the Department of Brain and Cognitive Sciences at MIT.
- **Samuel Wang:** associate professor of neuroscience at Princeton University and author of "Welcome to Your Brain."

The Franklin 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 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](http://www.fi.edu).

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