



For Immediate Release

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THE FRANKLIN'S TUTTLEMAN IMAX THEATER PRESENTS:
MADAGASCAR: ESCAPE 2 AFRICA AND MYSTIC INDIA!
SPECIAL PREMIERE EVENT FRIDAY, NOVEMBER 7

Philadelphia, PA—October 30, 2008— The Franklin takes visitors on a larger-than-life adventure to both Africa and India with the debut of two new films in the Tuttleman IMAX Theater on Friday, November 7 - *Madagascar: Escape 2 Africa* and *Mystic India*. Both films are coming to the **only** IMAX location in Philadelphia—The Franklin! Make it a night on Friday, November 7, with activities planned to celebrate the opening of both films, including *live* animals from the Philadelphia Zoo, face masks and contests! Show times for *Madagascar: Escape 2 Africa* on Friday, November 7 are 5pm and 8pm - with a special Friday evening showing of *Mystic India* at 7pm. Activities are from 7-8pm. The excitement continues with additional events to celebrate *Mystic India* on Saturday, November 8, with show times at 12pm and 4pm.

In the highly-anticipated sequel to *Madagascar*—the number one family comedy of 2005—*Madagascar: Escape 2 Africa* reunites the entire all-star cast including Ben Stiller (Alex the lion), Chris Rock (Marty the zebra), David Schwimmer (Melman the giraffe) and Jada Pinkett (Gloria the hippo). This time the loveable crew finds themselves in the wildest place of all - the vast plains of Africa - where they encounter species of their own kind for the very first time. While discovering their roots, they quickly find the differences between the concrete jungle and the heart of Africa.

Mystic India transports visitors back to 18th century India and follows the extraordinary 8,000-mile, seven-year journey by 11-year-old child yogi, Neelkanth, later known as Bhagwan Swaminarayan. Based on this inspiring true-life story, *Mystic India* takes you through the cool blue

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Lake Mansarovar, into the wild jungles of Sunderbans and the rainforests of Assam, to discover the mysteries of India. Carrying no map, no food and no clothing, watch in amazement as Neelkanth crosses roaring rivers, faces ferocious animals and survives the freezing winter of the Himalayas. With a cast of 45,000, this educating and entertaining award-winning film was shot in 100 locations in India to reveal its fascinating people, their culture and colorful traditions, and a lasting message of unity.

Both *Madagascar: Escape 2 Africa* and *Mystic India* run from November 7 through December 31 at The Franklin's Tuttleman IMAX Theater. The unique theater is unlike conventional dome theaters that are 180 degree encompassing, in that it is also tilted at 30 degrees. The special seating places the audience high up in the dome, setting them in the center of the action. The dome is over 70 feet wide and 4.5 stories tall, with 20,000 watts of amplifier power and over 50 speakers to create an extraordinarily engaging experience.

For more information and show times please visit www.fi.edu or call (215) 448-1254.

The Franklin Institute

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