



PUBLIC RELATIONS

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CELEBRATE THE 2010 BRAIN OLYMPICS
AT THE FRANKLIN INSTITUTE

JOIN FORMER OLYMPIC FIGURE SKATERS FOR A DAY OF CHALLENGING BRAIN GAMES!

Philadelphia, PA – February 2, 2010 - On Friday, February 12, The Franklin Institute and *BODY WORLDS 2 & The Brain* will hold the **2010 Brain Olympics** in anticipation of the Opening Ceremonies of the Winter Olympics in Vancouver taking place just a few hours later. Visitors are invited to get in the Olympic spirit at The Franklin Institute by participating in a day filled with brain-busting puzzles and activities designed to test the mind's endurance, skill, and speed! Former Olympic figure skaters and U.S. Champions Tiffany Scott and Philip Dulebohn are the special guests, signing autographs from 11am – 1pm, and even participating in some real brain fun with visitors. The skating pair will also visit the *BODY WORLDS 2 & The Brain* exhibit and pose for photos next to the ice-skating plastinate.

During the 2010 Brain Olympics, visitors will learn the secrets of the classic Rubik's Cube, put their brain to the test with trivia and brainteasers, and participate in interactive games including Nintendo Wii's Big Brain Academy and the life-size Ben Franklin version of the classic Operation® Game! Visitors can even send good luck wishes to Team USA on a banner in the museum.

The event takes place from 10am-2pm, and is free with general museum admission. For more information, please visit www.fi.edu.

About Gunther von Hagens' *BODY WORLDS*:

Dr. Gunther von Hagens invented Plastination in 1977 in an effort to improve the education of medical students. He created the *BODY WORLDS* exhibitions to bring anatomy to the public. The organs and whole-body plastinates in the exhibition derive from people who have, in their lifetime, generously donated their bodies for Plastination, to specifically educate future generations about health. More than 10,000 donors including more than 1,000 Americans have bequeathed their bodies to von Hagens' Institute for Plastination in Heidelberg, Germany.

About The Franklin Institute

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.

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