



PUBLIC RELATIONS



**FOR IMMEDIATE RELEASE**

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**THE FRANKLIN INSTITUTE ANNOUNCES EXTENDED HOURS**  
**FOR FINAL DAYS OF *BODY WORLDS 2 & THE BRAIN***  
**SPECIAL KICK-OFF EVENT REVEALS WINNER OF THE 8-WEEK**  
**GET FIT PHILLY! WEIGHT LOSS CHALLENGE**

**Philadelphia, PA – April 5, 2010** – Due to popular demand, The Franklin Institute has extended the hours of *BODY WORLDS 2 & The Brain* for its closing weekend in Philadelphia. The exhibit will remain open until midnight on **Friday, April 16** and **Saturday, April 17**. After a six-month run in Philadelphia, the exhibit will officially close its doors on Sunday, April 18 – last entry time at 7:30pm. To kick-off closing weekend, on Friday, April 16, the winner of the 8-week *Get Fit Philly!* weight loss challenge will be announced. The winner will be chosen based on the results of the revolutionary new fitness assessment tool - *Polar Body Age Test* – an indicator of overall improved health.

Through a partnership with Optimal Sport Health Club, a group of 10 contestants spent the last two months in intense training - with VIP access to Optimal Sport Health Club, a personal trainer and personalized nutrition plan. The winner will receive a \$500 cash prize, a membership to Optimal Sport Health Club, and morning makeover and Image Consultation at Salon @ 5th. Representatives of the Club will be available to answer visitor questions on the program and provide tips and advice on overall health and well being. Free Optimal Sport Health Club trial memberships will be available.

The announcement of the *Get Fit Philly!* winner caps off a series of events, lectures, and health screenings held throughout the run of the exhibit which, combined with the powerful teachings of *BODY WORLDS*, allowed visitors the opportunity to establish better overall health and wellness. Dr. Angelina Whalley, designer of the exhibition explains, "*BODY WORLDS shows visitors that when people understand more about how their body works they are empowered to lead healthier lives.*"

In addition to experiencing *BODY WORLDS 2 & The Brain*, visitors can also see the brand-new permanent exhibits, *Changing Earth & Electricity*, as well as other favorites including *The Giant Heart*, *Space Command*, *Sports Challenge*, and *The Train Factory*. "The Human Body," will be shown

in the IMAX Theater throughout the final weekend, in addition to “Avatar”, “HUBBLE”, and “Forces of Nature”. Advance ticket purchase is highly recommended.

*BODY WORLDS 2 & The Brain* single ticket pricing at The Franklin Institute follows:

Adults: \$27.00; \$18.00 (After 5pm – **exhibit only**)

Seniors: \$24.75; \$16.75 (After 5pm – **exhibit only**)

Children ages 4-11: \$19.80; \$13.75 (After 5pm – **exhibit only**)

**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](http://www.fi.edu).

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