



**PUBLIC RELATIONS**

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**KARA CALLAHAN NAMED DIRECTOR OF MARKETING  
FOR THE FRANKLIN INSTITUTE**

**Philadelphia, PA – September 6, 2011** – Kara Callahan has been named Director of Marketing at The Franklin Institute, it was announced today by Troy Collins, Senior Vice President of Programs, Marketing and Business Development. Kara comes to The Franklin Institute from Boston, MA, where for the past eight years she has been with Madison Square Garden Entertainment (MSGE) as both Regional and National Director of Marketing. In her new position, she will be responsible for marketing The Franklin Institute and its special exhibitions, as well as overseeing membership, group sales and public relations.

In her previous capacity at MSGE, she supervised the marketing campaigns for the national tour of the *Radio City Christmas Spectacular, starring the Rockettes* in over 50 markets throughout the U.S. and Canada, including strategy, media, promotions, public relations, brand management and sponsorship. Prior to Madison Square Garden, Kara served as the Regional Marketing and Sales Director for Feld Entertainment, the world's leading producer of live family entertainment, including Ringling Bros. and Barnum & Bailey Circus and Disney on Ice. She began her career at the Children's Defense Fund in Washington, D.C. Callahan holds a B.A. in Political Science from the University of Delaware, Newark.

**About The Franklin Institute**

Located in the heart of Philadelphia, **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. Pennsylvania's most visited museum, it is dedicated to creating a passion for learning about science by offering access to hands-on science education. Considered one of the great science centers in the nation and the world, The Franklin Institute is known for blockbuster exhibits, one-of-a-kind theatrical experiences, and cutting-edge community learning with national influence. All are aimed at explaining science in ways that impact people's lives. For more information, visit [www.fi.edu](http://www.fi.edu).

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