



**PUBLIC RELATIONS**

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**GAIN INTIMATE KNOWLEDGE OF CLEOPATRA**  
**THIS FALL AT THE FRANKLIN INSTITUTE**

***Special events begin September 10; Ongoing programming throughout exhibit run***

**PHILADELPHIA, PA – August 30, 2010** – The Franklin Institute presents a series of Cleopatra-themed events this fall, along with a menu of ongoing daily programming, in support of its current exhibition, *Cleopatra: The Search for the Last Queen of Egypt*. In addition to the three diverse special events detailed below, ongoing Cleopatra programming takes place daily throughout the museum providing an opportunity for visitors of all ages to learn more about the life and times of Cleopatra as well as the present-day search for the legendary queen. Organized by National Geographic and Arts and Exhibitions International, with cooperation from the Egyptian Supreme Council of Antiquities and the European Institute for Underwater Archaeology (IEASM), the *Cleopatra* exhibition features about 150 artifacts, and takes visitors inside the search for Cleopatra. The world exclusive premiere exhibit is at The Franklin Institute through January 2, 2011. Additional special events will be announced shortly.

**SPECIAL EVENTS**

- **Johnny Goodtimes hosts “QUIZZO-PATRA”** – *How old was Cleopatra when she died? What is the current capital of Egypt? Who recorded the #1 hit song “Walk Like an Egyptian”?* How much do you really know about Egypt and its legendary queen? On **Friday, September 10**, put your Cleopatra knowledge to the test and compete to win tickets to *Cleopatra: The Search for the Last Queen of Egypt* when Philadelphia favorite Johnny Goodtimes hosts the first-ever **QUIZZO-PATRA** contest. Join us for a Friday night celebration of Cleopatra’s partying ways with an evening of revelry and trivia. Quizzo is free with advance registration and features a cash bar. Winning team receives tickets to the *Cleopatra* exhibit. The event will be held at 7pm in the Fels Planetarium at The Franklin Institute.
- **CLEOPATRA: A BIOGRAPHY | Thursday, September 23** - Meet Duane Roller, author of the recently released “Cleopatra: A Biography.” The first book to explore the queen’s life solely from the source material of the period, Roller shows us that despite her accomplishments and wide range of influence, Cleopatra has too often been subordinated to the men in her life – men such as Julius Caesar and Marcus Antonius who were actually subordinate to her. Please join us to learn more about the intriguing tale of the woman who almost took over the world, as Roller shares a treasure trove of fascinating detail. Book-signing to follow. The event will be held at 7pm in Demonstration Theater at The Franklin Institute.

- ***Have you ever wondered what it would be like to dive for priceless treasures?*** On **Saturday, October 16**, marine archeological diver **Eric Smith** visits The Franklin Institute to share stunning photos and first-hand anecdotes of life aboard and beneath the sea. Smith was instrumental in the discovery of some of the key artifacts in the *Cleopatra* exhibition as part of legendary underwater explorer Franck Goddio's team in the Bay of Alexandria. He will detail the excitement of traveling the world with Goddio to locate, excavate, and bring valuable items of antiquity to the surface for curation and study. A can't miss event! The event will be held at 2pm in Demonstration Theater at The Franklin Institute.

**The above events are free with advance registration. For more information or to register, please call 215.448.1254.**

### **ONGOING DAILY PROGRAMMING**

- **Archaeological Dig** *Have you ever wondered how archaeologists unearth fantastic treasures like those seen in the "Cleopatra" exhibit?* Join us at this simulated dig site to learn what it takes to be an archaeologist. Using real excavation techniques we will work together to reveal and record the foundations of an ancient, buried site. Just like real digs, this is an ongoing project, so stop by later in your visit to see what you and your fellow archaeologists have revealed.
- **Cleopatra's Passion for Poisons Cart** Take on the role of a historical detective at this interactive cart focusing on Cleopatra's lethal hobby: poisons. Fictitious scenarios invite visitors to delve into the mind of Cleopatra as she tests various poisons on her slaves and prisoners. Use her observations of the characteristics of the poison, its effects, and its lethality along with your own examination of the evidence to determine which poison was used in her death.
- **Paper Making Cart** *Did you know that the Egyptians developed a paper-like writing medium nearly 3,000 years before paper as we know it was invented?* Stop by the Paper Cart to learn more about the history of papyrus and then make a sheet of your own paper to take home.
- **Now playing in both the Tuttleman IMAX Theater and the 3D Franklin Theater:** ***Mummies: Secrets of the Pharaohs*** follows researchers and explorers as they piece together the archeological and genetic clues of Egyptian mummies. These relics of the past create a window into the fascinating and mysterious world of the pharaohs. In addition to increasing our understanding of the culture, religion, medicine, and daily life thousands of years ago, scientists today are reconstructing mummy DNA and deciphering ancient texts to gain insight into modern human genetics and advance medical treatments.

### **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. For more information, visit [www.fi.edu](http://www.fi.edu).