



PUBLIC RELATIONS

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**THE FRANKLIN INSTITUTE OPENS ON NEW YEAR'S DAY 2011 TO ACCOMMODATE  
LAST MINUTE VISITORS DURING THE FINAL DAYS OF  
CLEOPATRA: THE SEARCH FOR THE LAST QUEEN OF EGYPT**  
*Special discounts, programs and extended hours kick off the closing week of Cleopatra!*

**Philadelphia, PA – December 13, 2010** – The Franklin Institute has a week-long series of discounts and events planned to kick off the final week of *Cleopatra: The Search for the Last Queen of Egypt* – capped off by a special free parking promotion to all Cleopatra ticket-holders on Saturday, January 1, 2011. The museum will open this New Year's Day 2011 to allow visitors an additional day to see the popular *Cleopatra* exhibit before it closes on Sunday, January 2.

Additional *Cleopatra* closing week events include:

- **Final week extended hours**
  - December 27–29 the exhibit will remain open until 7pm, last entry at 5pm.
  - December 30 – January 2 the exhibit will remain open until 8:30pm, last entry 7pm.
- **30% discount** on Egyptian merchandise in the Sci-Store all week long - just in time for holiday shopping.
- **Interactive *Cleopatra*-themed carts** all weekend throughout the museum providing hands-on activities that coincide with the exhibit. Visitors can learn about how Cleopatra tested various poisons and see how archaeologists use different techniques to unearth phenomenal treasures.
- **Free parking** for *Cleopatra* ticket-holders for one day only on **New Year's Day 2011**.

January 1 also marks the countdown to the close of the holiday movie blockbusters "**Harry Potter and the Deathly Hallows: Part 1**" and Disney's "**Tangled 3D**" at The Franklin Institute. *Potter* plays through January 9 in the Tuttleman IMAX Theater, and *Tangled* runs in Franklin Theater through January 16, 2011.

**About the Franklin Institute**

Located near 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).