



PUBLIC RELATIONS

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CSI: THE EXPERIENCE
NEW EXHIBITION OPENS OCTOBER 1 AT THE FRANKLIN INSTITUTE
Special Guest: 'CSI: New York' Actress Sela Ward
Sunday, October 2

PHILADELPHIA, September 29, 2011 — The Franklin Institute's newest exhibition, *CSI: The Experience*, a completely immersive exhibit that invites visitors to step into the world of cutting-edge forensic science, opens on Saturday, October 1. PECO is the Presenting Sponsor of *CSI: The Experience*, which runs through January 2, 2012 at The Franklin Institute. To help welcome the exhibit to Philadelphia, a number of events and related programs are planned, including a special guest appearance by *CSI: New York* actress **Sela Ward** on Sunday, October 2.

CSI: The Experience Opening Weekend Activities

Sunday, October 2

- **1PM: *CSI: NY's Sela Ward*** visits The Franklin Institute to share her experience on the hit CBS show, followed by an audience Q&A. The special event is free and open to all *CSI* exhibit ticket-holders. Seating is limited and is on a first come, first serve basis.
- **9:30AM – 2PM:** Meet members of the **Philadelphia Police Forensic Science Bureau** and tour the mobile Crime Scene Unit. Philadelphia's real-life investigators will be answering questions on all things 'forensics' from right outside of The Franklin Institute.

CSI: The Experience Daily Programs and Live Shows

To complement the exhibit, Franklin Institute science interpreters have created accompanying hands-on programs and live shows which are available daily to all *CSI* ticket-holders throughout the run of the exhibit.

- Visitors are invited to stop by the **"Franklin Bureau of Investigation" Crime Lab** before or after their tour through the *CSI* exhibit to uncover even more about fingerprints, footprints, and splatter patterns. Guests can even create their very own fingerprint card to take home.

- The Franklin Institute's **Live Chemistry Show** gives visitors a close-up look at the chemistry involved in interpreting evidence and solving crimes. Dynamic onstage demonstrations include physical and chemical changes, acid-base reactions and combustion.

ABOUT THE EXHIBIT

As visitors enter *CSI: The Experience*, they take on the role of forensic scientists and are directed into a crime scene and challenged to identify and gather evidence. Once complete, they analyze those findings in two highly interactive labs, each featuring multiple stations that allow for a variety of evidence testing. Visitors get one last look under the skin as the medical examiner goes over their case in the autopsy room. Finally, they use the scientific information gathered throughout the exhibit to answer a series of questions on touch screens. After completing the survey, a case summary is generated and they can compare their scientific findings to those of expert crime scene investigators.

CSI: The Experience was designed and developed for the Science Museum Exhibit Collaborative (SMEC) by the Fort Worth Museum of Science and History, CBS Consumer Products and the National Science Foundation. The Franklin Institute is a fellow partner of SMEC. For more information about the exhibit, please visit www.fi.edu/csi/.

TICKET INFORMATION

Individual daytime tickets for *CSI: The Experience* (which include general admission to the museum) are \$25.50 for adults and \$18.00 for children, with free admission for Franklin Institute Members. Tickets are timed and dated, and admission is 9:30 a.m. – 5:00 p.m. Sunday through Thursday (last entry at 3:30 p.m.); and 9:30 a.m. – 8:30 p.m. Friday and Saturday (last entry at 7 p.m.). The evening ticket price (\$10 adult; \$6 children) does not include museum admission, and begins with the 5:00 p.m. exhibition admission. Advance ticket purchase is strongly recommended. Information and tickets are available at 1-877-TFI-TIXS, www.fi.edu. Groups of 15 or more save up to 20 percent on tickets with advanced reservations by calling 1-800-285-0684.

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.