



PUBLIC RELATIONS

MUMMIES OF THE WORLD THE EXHIBITION

MUMMIES OF THE WORLD DRAWS VISITORS FROM ALL 50 STATES AND INTERNATIONALLY TO THE FRANKLIN INSTITUTE

Philadelphia, PA (July 26, 2011) – The Franklin Institute announced today that visitors from every state in the nation and more than 20 other countries have attended *Mummies of the World – The Exhibition*. This announcement comes a mere month after the exhibition opened at The Franklin Institute on June 18.

“This milestone is a testament to the tremendous draw of this groundbreaking exhibition and The Franklin Institute,” said Troy Collins, Senior Vice President of Programs, Marketing and Business Development.

Featuring an astounding collection of 150 objects, including real human and animal mummies and related artifacts from South America, Europe, Asia, Oceania and Ancient Egypt, *Mummies of the World* is the largest exhibition of mummies and related artifacts ever assembled. The popular traveling exhibition, which touts “*Real Mummies, Real Science, Real People*,” premiered to sell out crowds in Los Angeles at the California Science Center in July 2010. It quickly became a major attraction and one of the most successful exhibits in the Science Center’s 13-year history.

“*Mummies of the World* provides a once in a lifetime opportunity to see real mummies from around the world and to learn about the lives of ancient people and civilizations,” said Marcus Corwin, President and CEO, Mummies of the World Touring Co. LLC. “We’re thrilled to see that the exhibit is attracting visitors from around the globe, too.”

Mummies of the World is on a seven-city U.S. tour that commenced in Los Angeles in July 2010. After it closes in Philadelphia October 23, 2011, *Mummies of the World* will travel to Charlotte, North Carolina’s Discovery Place, opening November 11, 2011.

Mummies of the World is a ticketed event and requires a timed entry. Advance reservations are highly 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. Members can call 215.448.1231 to receive exclusively discounted tickets. More information about the exhibition is online: www.mummiesoftheworld.com.

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.

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