



PUBLIC RELATIONS

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THE FRANKLIN INSTITUTE LAUNCHES NEW ONLINE STORE!

Philadelphia, PA – March 31, 2010 –The Franklin Institute’s renowned Sci-Store is now online. Now with just a click of the button, visitors will be able to shop anytime, day or night. The store (www.fistore.com) features our most popular items. – And just in time for the opening of the Changing Earth and Electricity exhibitions, customers will receive 15% off select items when they use the code ELECTRICITY.

The Sci-Store was launched in 2000, and has grown dramatically in the last ten years. With a large selection of items in stock, many of them one-of-a-kind and geared towards the kid in all of us, the Sci-Store has increasingly become a hidden gem for families searching for fun and educational gifts in Philadelphia.

Now the new, easy-to-navigate *webstore* offers fun-filled educational inventory that visitors to The Franklin Institute’s bricks and mortar store have come to expect. From books and high-tech gadgets to classic toys and games, each item has a connection to science or demonstrates the science behind everyday activities like the weather or night sky. Items directly related to traveling exhibits and best-sellers are also featured, including items from the museum’s current exhibition *Body Worlds 2 and The Brain*.

From timeless favorites like *Poor Richard’s Almanac* to cutting-edge science showcased in robot building kits, the *online store* features fun and enriching gifts that appeal to all ages. Log on to www.fistore.com or find us on Facebook at [Franklin Institute Online Store](#).

The store upholds the mission of inspiring a passion for Sciences & Technology and seeks to provide quality gifts and products that educate, entertain and pay tribute to the spirit of Benjamin Franklin, and his commitment to expanding knowledge.

The Franklin Institute

Founded in honor of America’s first scientist, Benjamin Franklin, The Franklin Institute is one of America’s oldest and premier centers of science education and development in the country. Today, the Institute continues its dedication to public education and creating a passion for science by offering new and exciting access to science and technology in ways that would dazzle and delight its namesake. For more information please visit www.fi.edu.

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