



PUBLIC RELATIONS

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11 RACECARS LINE THE STREETS OF THE FRANKLIN INSTITUTE
FOR POPULAR ANNUAL RACECAR DAY
GRAND PRIZE WINNING VISITOR WILL WAVE GREEN FLAG AT POCONO RACEWAY

Philadelphia, PA, July 22, 2010 -- On Wednesday, July 28, from 11am – 5pm, The Franklin Institute presents an action- packed day of racing excitement, thrilling visuals, shows, entertainment, contests and giveaways celebrating the science behind racecars at the sixth annual Racecar Day.

A variety of racecars from area raceways including **Pocono Raceway, Drexel University Formula SAE Team, New Jersey Motorsports Park, Philadelphia Region of Sport Car Club of America, Collegeville Pit Stop, Morris Racing, and PALMRA (Pennsylvania Lawnmower Racing Association)** will line the streets outside of The Franklin Institute in Center City Philadelphia. Representatives from each raceway will be on hand to meet with visitors and answer their racing questions as they show off their track cars.

One lucky grand prize winner will receive the once-in-a-lifetime opportunity to be an **ARCA Honorary Starter**. The winner (*age 6-16 and must be present to win*) will wave the green flag at the start of the Pocono Raceway ARCA race on Saturday, July 31, plus receive 4 tickets to the NASCAR Sprint Cup race at Pocono on Sunday, August 1!

Visitors can make a pit stop inside The Franklin Institute to take part in racecar activities and workshops scheduled throughout the day, including the popular **make-your-own racecar** activity. Dollar hot dogs will be offered throughout the event in the Atrium and in Ben's Bistro. NASCAR giveaways throughout the event are provided by Sunoco.

To kick-off The Franklin Institute's new partnership with K12's Agora Cyber Charter School, representatives from the education company will be on hand with information and handouts. K12 is the nation's largest provider of online education programs for students in kindergarten through high school, and is the new presenting sponsor of the popular *Sports Challenge* exhibit at The Franklin Institute. Race Car Day is free with general museum admission. For more information, visit www.fi.edu.

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.