



PUBLIC RELATIONS

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**“EXPERIENCE THE STARS” CONTEST!
THE FRANKLIN INSTITUTE PARTNERS WITH CELESTRON, INC.
TO GIVE AWAY A VINTAGE CELESTRON TELESCOPE SIGNED BY LEONARD NIMOY!
*Telescope on display at The Franklin Institute through September 30, 2009!***

Philadelphia, PA - July 8, 2009 The Franklin Institute is partnering with Celestron, Inc. to offer a once-in-a-lifetime opportunity for one lucky fan to win a *vintage* Celestron C-11 telescope signed by actor Leonard Nimoy, the original Mr. Spock from the *Star Trek* television and motion picture series! The contest kicks-off with the debut of the telescope on the evening of July 9, during The Franklin Institute’s monthly *Night Skies* program. The one-of-a-kind telescope will remain on view outside STAR TREK: THE EXHIBITION at The Franklin Institute for the duration of the contest. Fans are invited to visit www.fi.edu/startrek where they can enter to win by simply answering a *Star Trek* trivia question with bonus entries offered by uploading a special photo or video! The lucky winner will also receive a framed photo of Leonard Nimoy signing the telescope. The contest runs through September 30, 2009.

“The Franklin Institute is delighted to partner with Celestron in their “*Experience the Stars*” contest,” said Dennis Wint, president and CEO of The Franklin Institute. “We’re thrilled for the opportunity to put this unique telescope into the hands of a curious astronomer and quite possibly an ecstatic *Star Trek* fan.”

“We have had a successful partnership with The Franklin Institute with our sponsorship of *Galileo, the Medici & the Age of Astronomy* exhibit and we are excited to work with them again with our “*Experience the Stars*” contest,” said Joseph A. Lupica Jr., president and CEO of Celestron. “The vintage Celestron C11 signed by Leonard Nimoy is really one-of-a-kind. We would like to see a *Star Trek* fan win the scope and by showcasing the C11 at STAR TREK: THE EXHIBITION at The Franklin Institute, we are sure we can find that lucky fan.”

The Franklin Institute is currently home to both STAR TREK: THE EXHIBITION and *Galileo, the Medici and the Age of Astronomy*, presented by Officine Panerai, the one-time only special exhibition which includes one of only two existing Galileo telescopes and other scientific instruments used by the father of astronomy. Created in partnership with the *Istituto e Museo della Storia di Scienza* of Florence, Philadelphia’s Sister City, and the Medici Archive Project - *Galileo, the Medici and the Age of Astronomy* is on view at The Franklin Institute through September 7, 2009. Celestron is the official Astronomy

Sponsor of Galileo, as well as sponsor of The Franklin Institute's popular monthly *Night Skies in the Observatory* program for 2009.

Sharing the spotlight at The Franklin Institute this summer is STAR TREK: THE EXHIBITION, a gathering of the world's most comprehensive collection of authentic *Star Trek* ships, costumes and props from over 40 years of *Star Trek*. Produced by Premier Exhibitions, Inc. and licensed from CBS Consumer Products, the exhibit enables visitors to connect with iconic *Star Trek* moments and characters while celebrating the creative spirit of science fiction that gave rise to many of today's modern marvels. STAR TREK: THE EXHIBITION is on display at The Franklin Institute through September 20, 2009.

About Celestron

Celestron is the leading designer, manufacturer and importer of high-quality optical products including computerized and non-computerized telescopes and related accessories, binoculars, spotting scopes and microscopes. Since manufacturing its first telescope in 1960, Celestron has grown to become the world's leading telescope maker, and enjoys brand-name recognition among serious amateur astronomers for superior optics, outstanding design, and innovative technology. Celestron's innovative products continue to receive numerous industry and consumer media accolades, adding to an already impressive list that includes awards for product innovation from *Reader's Digest*, *Popular Science*, *PC Magazine*, *Popular Mechanics*, the Consumer Electronics Association and more. Celestron sells and markets its products worldwide through a variety of specialty retail outlets and international distributors. Celestron is a privately held company with corporate offices and manufacturing facilities, in Torrance, CA. For more information about Celestron please visit <http://www.celestron.com>.

About 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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