



PUBLIC RELATIONS

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THE FILM EVENT OF THE SUMMER:
THE TWILIGHT SAGA: ECLIPSE OPENS JUNE 30 IN THE
TUTTLEMAN IMAX® THEATER AT THE FRANKLIN INSTITUTE
Special Twilight Ticket includes free admission to Giant Heart, Changing Earth & Electricity

Philadelphia, June 21, 2010 – On June 30, Twilight fans of all ages will be lining up to be among the first to sink their teeth into *The Twilight Saga: Eclipse* in IMAX when it opens at the Tuttleman IMAX Theater at The Franklin Institute. The highly anticipated third installment of *The Twilight Saga* will be digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience® through proprietary IMAX DMR® technology. Why see *Eclipse* in IMAX at The Franklin Institute? The Franklin Institute is the only **Dome** IMAX Theater in the area *and* it offers a more affordable ticket price over other IMAX competitors. (*Twilight* ticket price is \$14/\$12 for members)

The Franklin Institute's summer line-up of blockbuster films kicked off with the arrival of *Iron Man 2* (May 28 – June 29) in IMAX and *Toy Story 3* in 3D now playing in Franklin Theater. The science-fiction action thriller *Inception* premieres in IMAX on July 16.

To celebrate the nationwide premiere of *The Twilight Saga: Eclipse*, The Franklin Institute invites *Twilight* fans to a special **Premiere Party** on Tuesday, June 29. Moviegoers are encouraged to arrive early for special *Twilight*-related activities and giveaways starting at 10pm and leading up to the 12:01am premiere of the film. Additionally, there is a special **Twilight Ticket** offering available on select evenings throughout the summer. Visitors seeing *Eclipse* in IMAX on the Dome Screen will also have access to the museum's second floor exhibits, including the brand new *Changing Earth* and *Electricity* exhibits, *Franklin Air Show* as well as *The Giant Heart*. Additionally, a special parking rate of \$5 applies on these select nights and all summer long with a movie ticket stub from a 5pm or later film. The **Twilight Ticket** will offer access to 2nd floor exhibitions on the following days and times: June 29 from 10pm-12am, July 1, 2, 4, 8, 9, 11 & 15 from 5PM-8:30PM.

In *The Twilight Saga: Eclipse*, directed by David Slade from a screenplay written by Melissa Rosenberg and starring Kristen Stewart, Robert Pattinson and Taylor Lautner, Bella (Stewart) once again finds herself surrounded by danger as Seattle is ravaged by a string of mysterious killings and a malicious vampire continues her quest for revenge. In the midst of

it all, she is forced to choose between her love for Edward (Pattinson) and her friendship with Jacob (Lautner) — knowing that her decision has the potential to ignite the ageless struggle between vampire and werewolf. With her graduation quickly approaching, Bella is confronted with the most important decision of her life.

For information on tickets and showtimes, please call 215.448.1200 visit the website at 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.

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