



PUBLIC RELATIONS

FOR IMMEDIATE RELEASE

Contact: Stefanie Santo, 215.448.1152

“TFI AFTER DARK”
AN AFTER-HOURS EVENING EVENT FOR ADULTS ONLY
AT THE FRANKLIN INSTITUTE

Full access to all 10 exhibits plus ‘Leonardo da Vinci’s Workshop,’ cash bar, live music from WMGK, games, raffles, theater shows, and hands-on activities like only The Franklin Institute can provide.
Friday, March 25 | 6-10pm

Philadelphia, PA, March 10, 2011 – Invite your friends, bring a date, and make it a night out on the Parkway! Friday, March 25 is **“TFI after Dark”** – an exclusive evening event designed for adults who want to experience everything The Franklin Institute has to offer in an ‘after-hours’ setting. The special adults-only event is filled with music, games, drinks, raffle drawings, select Planetarium and IMAX theater shows, hands-on activities, observatory nighttime viewing and more. Admission includes The Franklin Institute’s newest special exhibition – *Leonardo da Vinci’s Workshop* – plus all 10 museum exhibits including *The Giant Heart*, *Sports Challenge* and *Electricity!*

WMGK’s morning show co-host Jen Posner will provide live music from 6-8pm and popular Quizzo host Johnny Goodtimes will entertain and test your knowledge of all things Italian in a special *da Vinci Quizzo* at 8pm. The Franklin Institute’s exclusive caterer Frog Commissary will provide a cash bar and snacks available for purchase all evening long. One lucky visitor will even win the Grand Prize raffle of a year-long membership to The Franklin Institute!

Reserve some time to see two films in The Franklin’s Planetarium and IMAX theaters - *Black Holes* at 7:30pm in the Fels Planetarium and *Tornado Alley* at 8:30pm in the Tuttleman IMAX Theater.* No visit to The Franklin Institute is complete without a stop at the Joel N. Bloom Observatory – especially during these romantic evening hours – when night viewing of the city sky is ideal.

The highlight of the evening is a visit to The Franklin’s newest exhibition *Leonardo da Vinci’s Workshop*, presented by Firsttrust Bank. You’ll be fascinated by the Renaissance genius’ drawings as they come to life. Throughout the night, bring out your inner Leonardo with specially designed hands-on activities. Visit *Leonardo’s Perspective Cart* to explore da Vinci’s use of linear perspective in his art – and be prepared to create your own masterpiece using his methods; challenge yourself with *Inventions through Time*, an interactive puzzle game that explores Leonardo’s inventions, and the *K’Nex® Build Challenge*, which tests your engineering skills. Then strike as pose and take a photo of you as the *Mona Lisa*, with a large cut-out of the world’s most famous diva!

Unleash the kid in you and explore the museum 'after hours' during this adult-only special event. For all this fun, admission is only \$15 for adults (must be 18 or older), \$7 for adult members. IMAX tickets are an additional \$5 for the public and \$3 for members. For more information and to purchase your tickets, please call 215.448.1254.

About *Leonardo da Vinci's Workshop*

From Milan, *Leonardo da Vinci's Workshop* brings to life dozens of Leonardo's inventions, visions and concepts, including his flying machines, robots, weapons of war, and mechanical devices – all of which foreshadowed modern technology. The exhibit, created by the noted Leonardo da Vinci experts at Leonardo3 (L3) in Milan and produced by Running Subway Productions, also includes displays of Leonardo's artistic masterpieces (pre-and-post restoration) as well as innovative touch screen technology that translates more than 500 sketches from his codices into 3-dimensional models. Other highlights of the exhibit include a recreation of Leonardo's workshop and a film providing insight into the mind and life of a genius. ***Leonardo da Vinci's Workshop*** will run for a strictly limited engagement from February 5 through May 22, 2011 at The Franklin Institute.

About The Franklin Institute

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. For more information, visit www.fi.edu.

About Firstrust

Founded in 1934 and currently in its third generation of ownership, Firstrust is a privately-held bank with assets of \$2.4 billion. Safe and Sound for more than 75 years, Firstrust is a Small Business Administration (SBA) preferred lender, and provides both retail and commercial services through its 24 banking offices located in Bucks, Burlington, Chester, Lehigh, Montgomery and Philadelphia counties. Continuing to meet the needs of its customers, Firstrust offers a wide variety of deposit products, consumer and business loan options, commercial real estate mortgages and cash-management products. For more information, visit firstrust.com or call 800-220-BANK. Member FDIC.

#