



**PUBLIC RELATIONS**

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**PHILADELPHIA SCIENCE FESTIVAL RETURNS: APRIL 22-30  
NEW LOCATION ANNOUNCED FOR MASSIVE SCIENCE CARNIVAL:  
GREAT PLAZA AT PENN'S LANDING  
SATURDAY, APRIL 30 | 10AM-4PM**

**MORE THAN 70 EVENTS OVER 9 DAYS BEGINNING APRIL 22  
SIGNATURE SCIENCE CARNIVAL AT PENN'S LANDING TO CLOSE THE 2016 FESTIVAL  
DOW RETURNS AS PRESENTING SPONSOR  
#GETNERDYPHL**

**PHILADELPHIA March 3, 2016** — Celebrating the chemistry of core collaboration and demonstrating the physics of powerful partnerships, the Philadelphia Science Festival – organized by The Franklin Institute, and presented by The Dow Chemical Company for the sixth consecutive year - has engineered more than 70 events over nine days with 200+ partners all across the region, to illuminate the essential role science and technology play in today's world. New this year, the Festival's signature Science Carnival, which in previous years has attracted more than 30,000 attendees to the Benjamin Franklin Parkway, takes place at the vibrant **Great Plaza at Penn's Landing on Saturday, April 30**. The massive outdoor Science Carnival is one of the most highly-anticipated festival events, providing a full day of continuous family-friendly activities, hands-on experiments, live performances, educator opportunities and explosive visuals from more than 150 partnering exhibitors, all in a unique showcase of science that will officially close out the 2016 Philadelphia Science Festival. A full calendar of events for the 2016 Philadelphia Science Festival (April 22-30) will be released in mid-March in conjunction with the on sale date for ticketed events.

More than 150 exhibitors will engage with attendees of the **Science Carnival at the Great Plaza at Penn's Landing** through interactive experiments and demonstrations. With much more yet to be announced, including details of an explosive grand finale moment, early highlights of the Carnival include:

- Discover the science behind sports innovation with **Dow**.
- Meet live zoo animals and Animal Ambassadors from the **Philadelphia Zoo**.
- Explore the inner-workings of robots and witness brawling matches between student-built Sumo Robots from **Rowan University**.
- Gaze safely at the sun through telescopes alongside **Franklin Institute** Chief Astronomer Derrick Pitts and other local astronomers.
- Understand why worms, slugs and similar creatures are important to our ecosystem with educators from **Riverbend Environmental Education Center**.

- Explore the local sources of energy that power our lives with expert scientists from **PECO**.
- Become a “vet for a day” to pre-injured stuffed animals with students and staff from **Penn Vet**.
- Extract DNA from a strawberry with the help of **Franklin Institute** science educators.

For the sixth consecutive year, the Philadelphia Science Festival effectively leverages the collaboration of more than 200 of the region’s most incredible resources around informal hands-on science education. Throughout the 9-day Festival, Philadelphians engage with the curiosities of science and technology through dozens of uniquely-themed innovative events, self-guided tours, creative workshops, stargazing parties, lectures and debates, and special exhibitions taking place across the region in parks, cafés, breweries, libraries, museums and other neighborhood places—with many of them free of charge.

The Franklin Institute is a founding member of the Science Festival Alliance, which was created in 2010 with support from the National Science Foundation to mentor emerging science festivals around the country in the areas of programming, fundraising and community outreach. Since its inaugural year in 2011, attendance for the Philadelphia Science Festival’s *Science Carnival* has grown 500%, and overall Festival attendance grew to 95,000 in 2015.

“The Philadelphia Science Festival has succeeded in fostering groundbreaking collaborations among museums, institutions, organizations and schools—extending deep into the communities around them, and we are grateful year after year for the dedicated support of our many partners and sponsors, specifically Dow—presenting sponsor of the Festival since year one,” said Larry Dubinski, President and CEO of The Franklin Institute, lead organizer of the Festival. “Over the past five years, perceptions on science have continued to evolve and Philadelphians are taking a deeper, closer look at science and technology, appreciating how vital they are to our everyday lives.” Dubinski continues, “This city-wide collaboration around STEM has spurred year-round work to improve STEM education throughout Philadelphia, demonstrating the widespread success, growth and impact of the Philadelphia Science Festival.”

“For the past six years, Dow has played an integral role in advancing STEM education in the region by connecting students and their families through the Philadelphia Science Festival – which is why we have once again returned as the presenting sponsor,” said Justin Land, Northeast Public Affairs Manager, Dow. “Every year, the Festival is able to reach tens of thousands of people and help spark conversation, curiosity and passion around important STEM topics. We are extremely proud to collaborate and partner with the Philadelphia Science Festival and The Franklin Institute to bring this celebration of science to life in the Delaware Valley.”

**NOTE TO EDITORS:**

**High- resolution photos of the Philadelphia Science Festival:**

**<https://www.flickr.com/photos/philasciencefestival/sets/72157636664207973/>**

**About the Philadelphia Science Festival**

Established in 2011 by The Franklin Institute as one of the first of its kind in the country, the Philadelphia Science Festival is a nine-day celebration of science and technology in everyday places—parks, restaurants, bars, libraries and museums. It aims to inspire not only the next generation of scientists and engineers, but also create homegrown citizen scientists. More than 200 partners work together to produce the Festival, which was founded by The Franklin Institute and is presented by The Dow Chemical Company. To learn more, visit [PhilaScienceFestival.org](http://PhilaScienceFestival.org).

#GetNerdyPHL April 22-30

**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](http://www.fi.edu).

**About Dow**

Dow (NYSE: DOW) combines the power of science and technology to passionately innovate what is essential to human progress. The Company is driving innovations that extract value from material, polymer, chemical and biological science to help address many of the world's most challenging problems such as the need for clean water, clean energy generation and conservation, and increasing agricultural productivity. Dow's integrated, market-driven, industry-leading portfolio of specialty chemical, advanced materials, agrosociences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 180 countries and in high-growth sectors such as packaging, electronics, water, coatings and agriculture. In 2015, Dow had annual sales of nearly \$49 billion and employed approximately 49,500 people worldwide. The Company's more than 6,000 product families are manufactured at 179 sites in 35 countries across the globe. References to "Dow" or the "Company" mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at [www.dow.com](http://www.dow.com).

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