THREE PHILADELPHIA PUBLIC SCHOOLS SELECTED TO RECEIVE EARLY STEM ENRICHMENT AS PART OF THE SAMSON STEM LEARNING INITIATIVE

$300,000 GIFT FROM MARVIN SAMSON TO FUND THE PROGRAM AND PROVIDE SCIENCE LEARNING OPPORTUNITIES TO OVER 1600 STUDENTS

Philadelphia, PA, October 7, 2013 — The Franklin Institute announced today the selection of three Philadelphia public schools chosen to participate in the Samson STEM Learning Initiative, a new early STEM enrichment program funded by an extraordinary $300,000 gift from Mr. Marvin Samson, CEO of Samson Medical Technologies. The program will integrate in-school and out-of-school experiences to give underserved students in grades K–8 in the School District of Philadelphia exciting opportunities to learn science all year round. Elements of the program include exposure to the Institute through experiential field trips (travel and lunch included), 2 performances of The Franklin Institute Traveling Science Shows at each school, scholarships to the Institute’s summer Discovery Camp, and opportunities for teachers to learn classroom based science exploration strategies from Franklin Institute educators. The schools selected to participate in the Samson STEM Learning Initiative in 2013-14 include: Feltonville School of Arts and Sciences in Olney, William McKinley in Kensington, and Avery Harrington in West Philadelphia.

“This extraordinarily generous gift from Mr. Samson will allow the Institute to immerse an additional 1,600 Philadelphia students each year in an array of STEM education activities,” explained Dennis Wint, President and CEO of The Franklin Institute. “It will demonstrate a world of opportunities available to them in a variety of careers in science, technology, engineering and math, and support these students on their road to success.”

“The Samson STEM Learning Initiative is a means of exposing our children, at an early age, to the exciting world of science and technology and encouraging them to use their imaginations,” said Marvin Samson. He added, “Through this program, the Franklin Institute has once again demonstrated its innovative approach to education, and it is my great pleasure to be able to assist in providing such a unique learning experience to students and teachers.”

The Samson STEM Learning Initiative will provide targeted opportunities for students in the key K–8 grades. During the school year, students will experience two performances of the Institute’s Traveling Science Shows that will nurture STEM topics and complement classroom learning. Field trips to The Franklin Institute, supported by pre- and post-visit lessons, will introduce students to a world of science beyond the classroom. During the summer, students supported by Discovery Camp scholarships will spend one week at the Institute participating in hands-on, science-themed activities. The programming will provide a developmental path for these students, preparing them for successful participation in the Institute’s long-established and highly effective programs for high school students, including PACTS, STEM Scholars, and the Science Leadership Academy.
For almost 200 years, The Franklin Institute has been a leader in innovative approaches to promoting STEM learning, invention and economic development. Today, the Institute’s exhibits and education programs reach people of all ages in Philadelphia and far beyond. The Samson STEM Learning Initiative is a landmark venture, signaling the Institute’s transition from its traditional learning model to a new strategic approach in community outreach and education.

**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).