



PUBLIC RELATIONS

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BLOCKBUSTER EXHIBITION

MARVEL: UNIVERSE OF SUPER HEROES

EXTENDED BY POPULAR DEMAND

EXHIBIT CLOSSES SEPTEMBER 11

AS THE SECOND MOST SUCCESSFUL SUMMER EXHIBIT EVER FOR
THE FRANKLIN INSTITUTE

PHILADELPHIA August 14, 2019—The blockbuster summer exhibit **Marvel: Universe of Super Heroes** has been extended due to overwhelming popularity and demand **through September 11.**

After a record-breaking presale of 40,000 tickets, the exhibit debuted in Philadelphia on April 13, 2019 as the East Coast premiere and only other U.S. announced stop. Following a highly-successful summer **Marvel: Universe of Super Heroes** will now extend beyond Labor Day with evening hours daily. The exhibit is currently on-trend to host nearly **300,000 visitors** by close—making **Marvel: Universe of Super Heroes** the most successful summer exhibit in the Institute’s history, second only to King Tut more than a decade ago.

“The exhibit opened after a record-breaking ticket presale, the early buzz was remarkably positive, the overall response from visitors has been phenomenal, and the blockbuster film releases this anniversary year made the Philadelphia run even more significant.” said Larry Dubinski, President and CEO of The Franklin Institute.

To mark Marvel’s 80th anniversary on Saturday, August 31, exhibit guests on this day will receive a commemorative button with unique “Marvel 80th” artwork, while supplies last.

In addition to extending the exhibit through September 11, **Marvel: Universe of Super Heroes** is now open daily from 9:30am until 8:00pm (last entry at 6:30pm). Guests are encouraged to purchase tickets in advance at www.fi.edu to ensure their preferred timeslot.

The immersive exhibition initially set to close September 2, features more than 300 original artifacts, including some of Marvel's most iconic costumes, props, and original art. The exhibit's next stop is Edmonton in Alberta, Canada this fall.

The Franklin Institute is proud to present Marvel: Universe of Super Heroes in the Nicholas and Athena Karabots Pavilion and in the Mandell Center **through September 11, 2019**. PECO, the premier corporate partner of The Franklin Institute, is the presenting sponsor of the exhibition.

Marvel: Universe of Super Heroes is an exhibition by SC Exhibitions, Museum of Pop Culture (MoPOP) and Marvel Themed Entertainment. Designed by Studio TK.

Daytime Tickets

Daily: 9:30am-5pm (last entry at 3:30pm)

Includes General Admission to The Franklin Institute

Adults \$35.00; Children (ages 3-11) \$31.00

Members \$12.00

Evening Tickets

Daily: 5pm-8pm (last entry at 6:30pm)

Does *not* include General Admission to The Franklin Institute

Adults \$20.00; Children (ages 3-11) \$15.00

Members \$12.00

Note to Editors:

High-resolution photos are available at the Marvel [press site](#) on The Franklin Institute's website.

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 fi.edu and follow The Franklin Institute on Twitter @TheFranklin and Instagram @FranklinInstitute, hashtag #franklininstitute.

ABOUT SC EXHIBITIONS

SC Exhibitions creates exhibitions, which travel worldwide, and hosts international exhibitions in Germany, Austria, and German-speaking Switzerland. SC Exhibitions is a division of Semmel Concerts, the large German live entertainment producer. Since SC Exhibitions started touring its exhibitions TUTANKHAMUN – HIS TOMB AND HIS TREASURES; THE DISCOVERY OF KING TUT; and recently MAGIC CITY – THE ART OF THE STREET, they have reached an audience of more than seven million people worldwide, and built a strong international network within museums, science centers, cultural venues and the creative industries, visit sc-exhibitions.com.

ABOUT MARVEL ENTERTAINMENT

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over eighty years. Marvel utilizes its character franchises in entertainment, licensing, publishing, games, and digital media. For more information visit marvel.com. © 2019 MARVEL