



FOR IMMEDIATE RELEASE:

**NEW EXHIBITION AT REUBEN H. FLEET SCIENCE CENTER EXPLORES HOW  
ELECTRICITY IS GENERATED AND OFFERS ENERGY CONSERVATION TIPS**

*“So WATT! An Illuminating Look at Energy” examines San Diego’s growing demand for electricity and showcases a “bright idea” on the Fleet’s roof.*

SAN DIEGO, Calif., Sept. 13, 2007 – The Reuben H. Fleet Science Center today announced a new hands-on exhibition focusing on electricity production, alternative sources of energy, and basic conservation strategies people can try at home and at work. **“So WATT! An Illuminating Look at Energy”** opens in the Fleet’s Mezzanine Gallery on Saturday, September 15, 2007.

Made possible by grants from San Diego Gas & Electric (SDG&E) and Shell Trading with additional support from the Kenneth T. and Eileen L. Norris Foundation, “So WATT!” features five interactive exhibits, including a touch-screen interface where visitors can monitor electricity being generated by 10,000 square feet of solar photovoltaic (PV) panels on the roof of the Science Center. Owned and operated by SDG&E, the PV system is capable of generating more than 100 kilowatts (kW) of electricity at peak production for San Diego’s power grid.

“With demand for electricity increasing every year, understanding where our energy comes from and what we can do to conserve it is more important than ever,” said Dr. Jeffrey Kirsch, executive director of the Fleet Science Center. “This new exhibition takes an in-depth look at these challenges then offers a positive take on the future, presenting simple things we all can do to reduce energy consumption and become more energy efficient. In the end, how we use and conserve our energy resources will directly impact the quality of our lives and of our planet.”

Visitors can generate their own electricity at the “Make a Watt” exhibit and learn how much energy it takes to produce a watt. At “Watt’s the Difference?” visitors will learn more about the six most common ways electricity is produced – fossil fuels, nuclear, hydroelectric, geothermal, wind, and solar – then find out where most of California’s power comes from. Every form of energy production has pros and cons, and visitors will have an opportunity to cast a vote for the energy source they think should be used most for generating electricity in the next 20 years.

(more)

“Watt about Me?” is an interactive exhibit that demonstrates a wide variety of simple ways to conserve electricity at home and at work. By flipping switches on a scale model of a “typical house,” visitors can observe how the energy consumption level changes as they implement various conservation measures.

Solar power is demystified at the “Watt’s in the Sun?” exhibit, with a down-to-earth explanation of how photovoltaic (PV) panels produce electricity from sunlight. Anyone can be a solar engineer at this exhibit by adjusting a small photovoltaic (PV) panel, lining it up with a light source and creating enough electricity to power a small fan. Nearby, an interactive touch-screen exhibit called “Watt’s on the Roof?” lets visitors investigate real-time and historical data on how much electricity is being produced by the rooftop PV system.

“SDG&E has a long history of partnering with organizations such as the Fleet Science Center to help make a difference in the community in which we live and work through educational outreach and environmental stewardship,” said Michael R. Niggli, chief operating officer of SDG&E. “We’re proud to not only sponsor the exhibition, but to have at its centerpiece our rooftop PV system which has already generated more than 100,000 kilowatt hours of clean energy, enough to power approximately 2,000 homes in San Diego for one day, while eliminating approximately 56 tons of greenhouse gas emissions, or the equivalent of taking 12 cars off the road for one year.”

Produced by Reuben H. Fleet Science Center staff, “So WATT! An Illuminating Look at Energy” features a bilingual exhibition brochure, with exhibit descriptions and scientific explanations presented in Spanish. The exhibition will remain on display at the Fleet Science Center indefinitely.

### **About the Reuben H. Fleet Science Center**

The Reuben H. Fleet Science Center (“the Fleet”) offers an educational, entertaining experience for visitors of all ages. The Fleet features seven galleries of exciting, hands-on science exhibits, as well as major traveling exhibitions. Our 76-foot IMAX Dome Theater, the first in the world, presents the biggest films on the planet, planetarium shows and more. Located at 1875 El Prado, two blocks south of the San Diego Zoo on Park Blvd. the Fleet is a non-profit organization dedicated to furthering the public’s understanding and enjoyment of science and technology. Visit [www.rhfleet.org](http://www.rhfleet.org) or call 619-238-1233 for show times and hours of operation.

**About San Diego Gas & Electric**

SDG&E currently serves 3.4 million consumers through 1.4 million electric meters and more than 830,000 natural gas meters. The utility's service area spans 4,100 square miles and serves customers in more than 125 communities from Southern Orange County to the Mexican border. SDG&E is a regulated subsidiary of Sempra Energy (NYSE:SRE). Sempra Energy, based in San Diego, is a Fortune 500 energy services holding company. To learn more, go to [www.sdge.com](http://www.sdge.com).

**About Shell Trading**

Shell Trading Gas and Power (Coral Energy Holding, L.P.) operates throughout North America as part of the global Shell Trading network and provides a comprehensive portfolio of energy-related products and services associated with natural gas and wholesale power marketing and trading. To learn more, visit <http://www.coral-energy.com/>.

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