



FOR IMMEDIATE RELEASE, PLEASE:

**THE REUBEN H. FLEET SCIENCE CENTER PARTNERS WITH
SAN DIEGO PUBLIC LIBRARY TO OFFER FREE FAMILY MEMBERSHIP
CARDS AVAILABLE TO CHECK OUT ~ JUST LIKE A BOOK!
~ SPONSORED BY SCHOLARSHARE COLLEGE SAVINGS PLAN ~**

***“Check It Out” ~ The Reuben H. Fleet Science Center
Now Available at Every Library in the City of San Diego***

San Diego, CA, May 22, 2012 - The Reuben H. Fleet Science Center (the “Fleet”) is proud to launch “***Check It Out***” ~ ***The Reuben H. Fleet Science Center*** in partnership with San Diego Public Library, sponsored by ScholarShare College Savings Plan. This innovative program provides area families unlimited access to the Fleet, with circulating membership cards available for check out at each of the 36 city libraries.

When library patrons check out a Fleet membership card at a branch library, they receive full membership benefits for two full weeks. This includes free admission to the hands-on science galleries for two adults and up to six children under the age of 18, discounts on IMAX® films and digital shows, as well as discounts at Galileo’s Café and the North Star Science Store.

“As a San Diegan whose granddaughter makes good use of the community resources the San Diego Public Library has to offer, I am delighted with the unprecedented opportunity “***Check It Out***” ~ ***The Reuben H. Fleet Science Center*** offers,” said Dr. Jeffrey Kirsch, Executive Director of the Fleet. “By eliminating price as a barrier, our partnership with ScholarShare and the Library provides the widest possible audience of children and families easy access to the science education and hands-on fun that the Fleet offers year-round. We’re thrilled to partner on this unique effort, which makes a Fleet membership as simple for a family to check out as a book or DVD, and furthers our mutual commitment to education.”

The Central Library and each of the 35 branch libraries in the City of San Diego will have two circulating Fleet memberships available for checkout, beginning Thursday, May 24, 2012. The launch of the program allows San Diegans to check out the new

traveling exhibition “Grossology: The (Impolite) Science of the Human Body” opening May 26, along with popular permanent exhibitions like the “Tinkering Studio” for inventive minds, “Cellular Journey” where human cell biology comes to life, and “Kid City” where those age five and under learn about the everyday working world in a safe environment.

“Check It Out” ~ The Reuben H. Fleet Science Center is made possible by generous support from ScholarShare College Savings Plan, California’s 529 College Savings Plan. This program will be offered for 24 months.

Customers may check out the membership using the libraries online catalog to search for availability. “Creative partnerships like this are such a great opportunity for families, who turn to their libraries for free resources, cultural connections and recreational opportunities,” said Deborah Barrow, San Diego Public Library Director. “We expect that this easy to check out membership will be extremely popular. The chance to **“Check It Out” ~ The Reuben H. Fleet Science Center** will open a whole new world of creative exploration for the young and those who are young at heart.”

About the San Diego Public Library

San Diego Public Library, which is the largest library system in the region, serves a population of more than 1.3 million people. Its mission is to inspire lifelong learning through connections to knowledge and each other. It is a popular destination that connects this diverse community to free educational and cultural resources that enrich the lives of visitors and residents alike. With 5.6 million visitors, the library is one of the largest providers of information, materials and cultural events and programs in the region. To access the numerous resources or to learn more about the many services and events at the San Diego Public Library’s Central Library and 35 branches, visit the website at www.sandiegolibrary.org.

About the Reuben H. Fleet Science Center

The Reuben H. Fleet Science Center (“the Fleet”) is home to Southern California’s only IMAX® Dome Theater and 100+ hands-on science exhibits for all ages. Watch immersive giant-screen films in the Heikoff Dome Theater, featuring the world’s first NanoSeam™ Dome screen in an IMAX Theater. The Fleet is the first Giant Dome Theater in the country to share a digital planetarium with an IMAX Dome theater, following the recent installation of a new, state-of-the-art, giant dome screen digital GSX™ system from Global Immersion, which augments the existing IMAX® projector in the Heikoff Dome Theater with one of the most comprehensive and powerful full-dome experiences available today. The digital system not only enhances our planetarium capabilities but expands the possibilities for sustainable institutional programming that could include evening programming with cultural content of various kinds. Experience seven galleries of fun, interactive exhibits, including major traveling exhibitions. A hurricane simulator thrills visitors with gusts of wind up to 80 miles per hour. Enjoy sandwiches, salads and healthy treats in Galileo’s Café. Find unique educational toys and games, books, IMAX DVDs and more in the North Star Science Store. Located at 1875 El Prado, two blocks south of the San Diego Zoo on Park Blvd, the Fleet Science Center is a non-

profit organization dedicated to furthering the public understanding and enjoyment of science and technology. For information regarding current admission prices, please call (619) 238-1233 or visit our website at www.rhfleet.org.

About ScholarShare College Savings Plan

ScholarShare is California's 529 college savings plan. Named for the section of the IRS code under which they were created, 529 plans are highly regarded for their tax-advantaged status. Any earnings on investments can grow tax-deferred. Withdrawals, when used for tuition and other qualified higher education expenses, are federal and state income tax free. Accounts can be opened online with as little as \$25. The program currently holds more than \$4.4 billion in assets and more than 300,000 accounts have been opened since ScholarShare's inception in 1999. For more information, or to open an account, visit www.scholarshare.com. For information about the ScholarShare Investment Board, visit www.treasurer.ca.gov/scholarshare. Follow us on Twitter at @ScholarShare529.



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FOR MEDIA: high-resolution photographs from all of our current IMAX films, digital shows, exhibits and galleries are available for download at: <http://www.rhfleet.org/media/images/index.cfm>.

B-roll of our IMAX films, digital shows, exhibits and galleries, available for download on the Fleet Media DropBox. To access: Go to www.dropbox.com ; Click on sign in; Use the email: reubenfleet@gmail.com ; Use the password: prmedia; Go to the "RHF Public Relations" folder.

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