



**CARNEGIE
SCIENCE
CENTER**

One of the four Carnegie Museums of Pittsburgh

MEDIA ALERT

For Immediate Release

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CARNEGIE SCIENCE CENTER TO HOST DUQUESNE LIGHT CONSERVATION DAY

JAN. 17

**GENERAL ADMISSION, OMNIMAX, AND PARKING FREE FOR ALL VISITORS, THANKS
TO DUQUESNE LIGHT**

PITTSBURGH, Jan. 11, 2011 – Carnegie Science Center has partnered with Duquesne Light to offer a day of environmentally themed programming for all ages on Martin Luther King Day.

Thanks to Duquesne Light's sponsorship, all visitors will enjoy free general admission, an Omnimax film, and parking on Duquesne Light Conservation Day, Monday, Jan. 17.

"Martin Luther King Day always is a great time to focus on community, and we're excited to partner with Duquesne Light to offer a day of fun and education with a special focus on conservation," says Ann Metzger, co-director of the Science Center.

During Duquesne Light Conservation Day, visitors will be able to explore the Science Center's four floors of hands-on exhibits plus Highmark SportsWorks® and will have the opportunity to watch an environmentally themed Omnimax film, *Hurricane on the Bayou*, on the biggest screen in Pittsburgh.

A brand-new show called *Home Makeover: Green Edition* will debut as part of the festivities. Developed in cooperation with Duquesne Light, this show is becoming part of the Science Center's Science on the Road program, which takes entertaining and educational science-oriented stage shows to schools across the region. Another Science on the Road show that will be featured as part of Conservation Day is *Captain Green's Time Machine*.

"Partnering with the Science Center provides us with a wonderful opportunity to reach out to a younger audience, and to the community, as a way to convey the importance of energy conservation," says Joey Vallarian, spokesperson for Duquesne Light. "Together we hope to inspire the next generation to be wise users of energy, and make it fun along the way."

"We really appreciate Duquesne Light's sponsorship in making this special day available at no cost to people throughout our region," says Ron Baillie, co-director of the Science Center.

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General admission, Omnimax films, and parking spaces are subject to availability.

About Carnegie Science Center

Carnegie Science Center brings the world of science alive for visitors of all ages. One of the four Carnegie Museums of Pittsburgh, the Science Center features hands-on exhibits, three live demonstration theaters, a four-story Omnimax theater, Highmark SportsWorks[®], an interactive full-dome digital planetarium, a Cold War-era submarine moored on Pittsburgh's Ohio River, the world's largest and most comprehensive robotics exhibition, and a world-renowned model railroad display. Carnegie Science Center is located at One Allegheny Avenue on Pittsburgh's North Shore next to Heinz Field. Visit CarnegieScienceCenter.org, or call 412.237.3400 for more information.

About Carnegie Museums of Pittsburgh

Founded by Andrew Carnegie in 1895, Carnegie Museums of Pittsburgh is a collection of four distinctive museums dedicated to exploration through art and science: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum. In 2008, the museums reached more than 1.4 million people through exhibitions, educational programs, outreach activities, and special events.

About Duquesne Light Company

Duquesne Light Company is a leader in the transmission and distribution of electric energy, offering superior customer service and reliability to more than half a million customers throughout southwestern Pennsylvania.

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