

**ENERGY UPGRADE CALIFORNIA & ROBERT F. KENNEDY ELEMENTARY SCHOOL IN SAN JOSE
TEACH KIDS TO BE ENERGY CHAMPIONS WITH GOLDEN BEAR ASSEMBLY (SEPT 9)**

Bay Area 4th and 5th graders discover the importance of energy conservation through interactive learning and games

WHO: Energy Upgrade California in partnership with Robert F. Kennedy Elementary School in San Jose

WHAT: [Energy Upgrade California](http://EnergyUpgradeCalifornia.org), a non-profit state initiative dedicated to educating Californians about energy usage, has teamed up with the San Diego County Office of Education to help kids learn how to become Energy Champions. Together, they have created a fun and interactive assembly to teach students about ways to save energy – **and it's making its way to San Jose!**

Fourth and fifth graders at **Robert F. Kennedy Elementary School in San Jose** (part of the Franklin-McKinley school district) will have the opportunity to learn about how their every day actions impact energy usage and the environmental health of our Golden State. The one-hour assemblies are presented in a game show/news program format and use new Next Generation Science Standards (NGSS) to bring science lessons to life.

After each school assembly, the kids get to play Golden Bear Bingo in their classroom to reinforce the lessons they learned. School bingo winners are then entered into a drawing for a chance to win a bicycle. Students can also bring home their Golden Bear Bingo card so they can play the online version of Golden Bear Bingo with their parents by visiting EnergyUpgradeCA.org/Bingo.

WHEN: Friday, September 9, 2016
1:00 p.m. – 2:00 p.m.

Opportunity to interview spokespeople from Energy Upgrade California and Robert F. Kennedy Elementary School and capture footage of students learning about energy conservation.

WHERE: Robert F. Kennedy Elementary
1602 Lucretia Ave.
San Jose, CA 95122

WHY: Energy Upgrade California understands that children are our future and the key to the conservation of our Golden State for years to come. The Golden Bear Assemblies seek to show children across California that their small actions – such as turning off lights or unplugging electronics – make a big impact on the environment.

Our Golden State is home to an abundance of natural beauty, endless miles of coastline and idyllic weather. The small changes that Californians make will preserve this place we call home for generations to come.

**VISUAL
ASSETS:**

- B-roll: <https://www.youtube.com/watch?v=SPiW8Yq7WWg>
- Visuals of students learning about energy efficiency in an interactive environment
- Visuals of Bear, Energy Upgrade California's mascot
- Interviews with:
 - o Energy Upgrade California spokespeople
 - o Robert F. Kennedy Elementary School spokespeople

MORE INFO:

All Californians are invited to play Golden Bear Bingo online, and share their experience on social channels using #GoldenBearBingo. Online players can also enter for a chance to win a variety of prizes. Each month drawings are held for prizes that include energy kits, LED lights, baseball hats, and more. A grand prize will be awarded in December 2016 for an ENERGY STAR® appliance valued up to \$2000.

ABOUT:

Energy Upgrade California

Energy Upgrade California is a state initiative to help Californians take action to save energy and conserve natural resources, help reduce demand on the electricity grid, and make informed energy management choices at home and at work. It is supported by an alliance of the California Public Utilities Commission, the California Energy Commission, utilities, regional energy networks, local governments, businesses, and nonprofits to help communities meet state and local energy and climate action goals. Funding comes from investor-owned utility customers under the auspices of the California Public Utilities Commission. For more information, visit www.EnergyUpgradeCA.org.

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