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## **PACIFIC WHEEL GENERATES MORE THAN ONE KIND OF ENERGY AT PACIFIC PARK**

### **World's First Solar-Powered Ferris Wheel Offers Spectacular Views Of Pacific Ocean**

**SANTA MONICA, Calif.,** --- Soaring 130 feet above the Pacific Ocean, the Pacific Wheel at Pacific Park is a landmark on the Southern California Coast and generates more than just solar power as it provides entertainment for thousands of riders each day. The Wheel, which was unveiled in 1998 as the world's first solar-powered Ferris wheel and was selected by *Reader's Digest* as Best in America 2006, reaches nine-stories high to offer extraordinary views of the Pacific Ocean from its location on the internationally popular Santa Monica Pier.

On May 28, 2008, Pacific Park introduced an all-new \$1.5 million Pacific Wheel Ferris wheel featuring more than 160,000 energy-efficient LED lights that provides higher energy savings while complementing the solar-power application. The eco-friendly, enhanced LED lighting provides 75 percent greater energy savings than most Ferris wheel's traditional incandescent bulbs.

"With the Pacific Wheel over the water, it's a thrilling and truly memorable experience," says Jeff Klocke, Vice President of Marketing and Administration at Pacific Park on the Santa Monica Pier. "Our one-of-a-kind attraction utilizes an innovative and efficient solar energy program which was designed to conserve energy and enhance a regular Ferris wheel ride."

The Pacific Wheel, a feature attraction at the two-acre oceanfront amusement park, generates more than 71,000-kilowatt hours of renewable photovoltaic (PV) power from the sun's rays. On cloudy days the Pacific Wheel is powered from conventional energy sources.

In order for the wheel to operate, more than 650 PV modules had to be mounted on top of the Park's loading area for its roller coaster, West Coaster, and its Midway games building. The PV modules generate the electricity needed to power the wheel.

"The wheel operates automatically, with no switches or buttons," Klocke adds.

(more)

The mechanical structure and operation of the Pacific Wheel has come a long way since the original Ferris wheel was invented in 1893 by George Washington Gale Ferris.

Ferris, a bridge builder from Pennsylvania, debuted his vertical wheel at the World’s Columbian Exposition in Chicago. Its original cost is estimated at more than \$350,000, and two 1,000 horsepower reversible engines powered it.

The Ferris wheel was supported by two 140-foot steel towers and was 264-feet high with 36 wooden cars. After the exposition, the wheel was dismantled and reused at the St. Louis Exposition in 1904 and then scrapped in 1906.

The original concept of the Ferris wheel remains in tact and has been updated and advanced to reflect state-of-the-art technology found at theme parks such as Pacific Park.

Pacific Park on the Santa Monica Pier, LA’s only admission free amusement park, offers 12 amusement rides, 14 midway games, an oceanfront food plaza and beachside retail shops. In addition to the Pacific Wheel solar-powered Ferris wheel, Pacific Park’s signature rides include The West Coaster, a steel roller coaster that races 55 feet above the Santa Monica Bay; and Inkie’s Air Lift Balloon Ride, the high-flying, family-sharing kids’ ride. For additional information and hours of operation, call 310-260-8744, visit [www.pacpark.com](http://www.pacpark.com), follow on Twitter: @pacpark and Like at Facebook: [facebook.com/pacificpark](https://facebook.com/pacificpark).

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