

Your Agency Header

For Immediate Release: October, #, 2018

Contact: Name, Phone #, Email

**Your (Organization/Department/School) to participate in**

**National Bike/Walk to School Day Oct. 10**

**[**Your City], Calif.– [Name of School(s), School District(s), Department, etc.**]** will join hundreds of schools from across the state to celebrate National Bike/Walk to School Day Oct. 10. Bike/Walk to School Day provides students and families the opportunity to get active, reduces traffic around schools, and teaches children how to use roadways on foot or two-wheels safely.

In partnership with [Your] Police Department and the California Office of Traffic Safety (OTS), the annual Bike/Walk to School Day will serve as a way to educate children, parents/guardians and the community on best traffic safety practices to and from school.

Members of [Your] Police Department [will also join the walk and bike ride] and/or [will be deploying traffic/patrol officers to the neighborhoods near schools to enforce traffic laws reminding everyone of the importance of pedestrian and bicycle safety this day and every day around schools].

[Insert quote from school principal, district superintendent or other school official about benefits of walking/biking to school and importance of creating safe route to school]

The event will begin at [time] with children, parents/guardians and community leaders walking or biking from [start location]. Pedestrians[and bicyclists] will arrive at the school at approximately [time].

[list any additional event details such as giveaways or holding a pep rally].

[Your school, school district, department, etc.] offers lessons parents/guardians can teach their children participating in Bike/Walk to School Day, as well as tips for drivers who will make their way through school zones:

**Children**

* Always use a crosswalk when crossing the street. Look both ways to make sure it is safe to cross.
* Encourage your child not to wear earbuds when walking, and test them on traffic rules, such as stopping at stop signs and signals.
* If riding your bike to school, ride single file in the bike lane with traffic. If riding on the sidewalk, look out for people walking.
* Walk to school with friends or in a group.

**Drivers**

* Drive slowly and with caution in school zones. School zones have reduced speed limits (as low as 15MPH) when children are present.
* Do not text or talk on your cell phone while driving.
* Keep an eye out for children walking in the street.
* Consider using a route away from a school to save time.
* Look for school buses and know what to do around them. Overhead flashing yellow lights indicate you should prepare to stop, hazard flashing yellow lights means drive with caution and overhead flashing red lights means stop. The law requires drivers to stop in both directions until children are safely across the street and red lights stop flashing.

**ABOUT BIKE/WALK TO SCHOOL DAY**

The first Walk to School Day event began in 1997 by the Partnership for a Walkable America to encourage children to be familiar with their neighborhood and emphasize ways to make trips to and from school safe and fun. With more children bicycling to school, the first National Bike to School Day started in 2012, and now the one-day event encompasses thousands of schools across the country, and more than 40 countries worldwide.

To learn more about Bike/Walk to School Day, visit [www.walkbiketoschool.org](http://www.walkbiketoschool.org). You can search for participating schools here: [www.walkbiketoschool.org/registration/whoswalking.php?sid=CA](http://www.walkbiketoschool.org/registration/whoswalking.php?sid=CA).

To learn more about Safe Routes to School, and ways to implement projects and activities that promote safe walking and bicycling to school every day, visit [www.saferoutesinfo.org](http://www.saferoutesinfo.org).



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