

Media Advisory



1111 Broadway, Suite 800 • Oakland, CA 94607 • 510.208.7400 • www.AlamedaCTC.org

FOR IMMEDIATE RELEASE

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Contact: Tess Lengyel, Deputy Director of Planning and Policy

T: 510.208.7428

E: tlengyel@AlamedaCTC.org

www.AlamedaCTC.org

Record Participation Expected for Bike to School Day: May 8, 2014

Emphasis is on Safe and Fun Bicycling for Kids

WHO: Children will walk, bike, and carpool to school in large groups or parades, supported by parents, teachers and principals. Alameda CTC commissioners, Safe Routes to Schools coordinators, school principals and Safe Routes to Schools staff will be available for photo-ops.

WHAT: 2014 Bike to School Day

WHEN: Thursday, May 8, 2014

WHERE: Bike to School Day priority events for press and VIPs:

[Rosa Parks Elementary](#), Berkeley, 8:30 am

[Junction Avenue K-8](#), Livermore, 8:00 am

[Parkmont Elementary](#), Fremont, 8:00 am

[Castro Valley Elementary](#), Castro Valley, 7:50 am

BACKGROUND: Alameda County has celebrated [Bike to Work Day](#) for 20 years. Three years ago [Alameda County's Safe Routes to Schools program](#) joined in with Bike to Work Day to promote healthy activities for kids.

Bike to School Day is part of [Alameda County's Safe Routes to Schools program](#), a countywide collaboration that promotes safe walking and biking to school. The Safe Routes to Schools program is funded by the [Metropolitan Transportation Commission](#) and the [Alameda County Transportation Commission](#).

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