

Media Advisory



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FOR IMMEDIATE RELEASE

October 6, 2014

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October Is “WALKtober” Month!

Join Alameda CTC and Safe Routes to Schools in kicking off
International Walk and Roll to School Day on Wednesday, October 8, 2014

Alameda County - California. The Alameda County Transportation Commission (Alameda CTC) and the Alameda County Safe Routes to Schools (SR2S) program are urging families in Alameda County to take part in International Walk and Roll to School Day on Wednesday, October 8.

Although the official kickoff is on the 8th, 127 Alameda County schools will participate in a variety of activities and events throughout the entire month of October. “WALKtober” encourages parents to leave the car at home, enabling kids to walk, bike or roll to school.

MEDIA OPPORTUNITY: On Wednesday, October 8th, Alameda CTC Chair, County Supervisor Scott Haggerty will join school kids at Dougherty Elementary School in Dublin at 8 a.m. to celebrate International Walk and Roll Day. Many other Alameda County and local elected officials will also join in the walk-and-roll festivities throughout the county.

In celebration of WALKtober, Alameda County’s Safe Routes to Schools program is awarding four participating schools with brand new bike racks: Frederiksen Elementary School in Dublin, Nea Community Learning Center School in Alameda, Oliveira Elementary School in Fremont and San Lorenzo High School in San Lorenzo. These bike rack awards are based on demonstrated need and SR2S program performance.

The Alameda County Safe Routes to Schools program has been advocating for active, healthy kids since 2006. The program has expanded across all areas of Alameda County, making it one of the most active SR2S programs in the nation. With continued funding, the Safe Routes to Schools program will reach even more schools, create safe-family friendly bicycle and pedestrian paths, teach kids and families the basics of walking and biking safely, fund school crossing guards and continue to deliver more carpooling and transit programs to reduce traffic around schools.

About Alameda County Transportation Commission

Alameda CTC plans, funds and delivers transportation programs and projects that expand access and improve mobility to foster a vibrant and livable Alameda County. Alameda CTC coordinates countywide transportation planning and delivers the expenditure plan for the half-cent sales tax approved by 81.5 percent of county voters in 2000. The 2014

Transportation Expenditure Plan and Measure BB will be on the ballot in November 2014 to fund essential future transportation improvements in every city and throughout Alameda County. Visit www.alamedactc.org/2014Plan to learn more or follow us on <http://www.facebook.com/AlamedaCTC> and www.twitter.com/AlamedaCTC.

About Alameda County Safe Routes to Schools

Safe Routes to Schools is a comprehensive, proven approach to getting more kids walking and biking safely to school. It gives kids and their parents skills, encouragement and inspiration through a range of activities, events and lessons, while addressing local pedestrian, bicycle and personal safety concerns. Operating since 2006, the Alameda County Safe Routes to Schools program is currently funded by Alameda CTC with Alameda County's local Measure B sales tax and regional, state and federal funds. SR2S serves more than 130 schools throughout the county. Visit www.alamedacountysr2s.org to learn more. [View and download SR2S PSAs in English and Spanish.](#)

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