

Press Release

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FOR IMMEDIATE RELEASE

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More Than 100 Alameda County Schools Will Compete for Golden Sneaker Awards March 2-13

Contest promotes safe, healthy and green transportation choices for county's students

Alameda County - California. Approximately 70,000 students throughout Alameda County will walk, bike, carpool and take transit as much possible for two weeks in March, competing in the "Pollution Solution Golden Sneaker Contest" to get active, while reducing their carbon footprint. This annual contest, sponsored by [Alameda County's Safe Routes to Schools Program](#) and funded by the Alameda County Transportation Commission (Alameda CTC) and the Metropolitan Transportation Commission, engages more schools each year. In 2014, 72 schools competed. This year, students and classes from 107 schools will participate.

"The Golden Sneaker Contest is a great way to show students and their parents how easy it is to change how they get to school," says Alameda CTC Chair Supervisor Scott Haggerty. "The Golden Sneaker contest is just one of many approaches used to support healthy transportation choices and habits. With the approval by Alameda County voters of Measure BB, we have the opportunity to expand many great programs like Safe Routes to Schools."

At the end of the two-week contest, the classroom in each participating school with the highest number of students using active or shared transportation to commute to and from school will receive the coveted "Golden Sneaker" trophy in honor of their efforts to support cleaner air and a healthier environment. The ultimate prize, the "Platinum Sneaker" award, will be presented to the school with the greatest increase in the number of students using green modes of transportation during the contest, and will be honored by Alameda CTC at its March 26, 2015 Commission Meeting.

Families that live too far away to walk or bike to school can still join in the contest by parking several blocks away and then walking to school together, taking the bus or carpooling.

WHAT: [Pollution Solution Golden Sneaker Contest](#) at 107 Alameda County Schools.
WHO: Participating kids and parents, many of whom are new to walking/biking to school and are interested in being interviewed.
WHEN: March 2-13, 2015 with kick-off events starting February 26.

[Contact Alameda CTC](#) for a complete list of participating schools.

About the 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 sales tax approved by county voters in 2000 and will begin delivering the expenditure plan for Measure BB, approved by voters in November 2014. Visit www.alamedactc.org to learn more, and follow Alameda CTC on [Facebook](#) and [Twitter](#).

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