



Press Release

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

FOR IMMEDIATE RELEASE

February 22, 2021

CONTACT: Maisha Everhart, Director of Government Affairs and Communications

P: 510.208.7475

E: meverhart@alamedactc.org

W: www.AlamedaCTC.org

Alameda County Schools Participate in a Virtual 2021 Annual Golden Sneaker Contest

*Classes participate in digital challenge by choosing healthy travel options
in socially distanced areas accessible to them*

ALAMEDA COUNTY, Calif. – During the week of March 1 through March 5, nearly 100 schools throughout Alameda County will participate in the [2021 Virtual Golden Sneaker Contest](#), an Alameda County Transportation Commission (Alameda CTC) Safe Routes to Schools (SR2S) Program event. Students, parents, teachers and school administrators are encouraged to participate from their own homes and neighborhoods by digitally tracking their travel activity throughout this week-long contest. Students are encouraged to use a wide variety of active and shared transportation for the chance to receive incentives.

Traditionally, the annual Golden Sneaker Contest encourages travel mode shifts to schools. The event continues to support school communities in being safe and active while reducing their carbon footprint. However, in response to continued implementation of distanced learning, this year's contest will occur in areas accessible to each student to ensure safe participation while maintaining social distancing best practices.

Students will work with their peers as a team to track active travel each day with their teachers. Classrooms always enjoy this special time to share and chart their travel modes that include: walking, rolling, bikes, scooters, skateboarding, transit use and use of supportive mobility devices, such as wheelchairs. For the first time, indoor physical activities (such as yoga or jumping jacks) will also be tracked in support of sheltering in place. The classroom at each participating school with the highest travel rates will earn fun participant incentives.

Visit <https://alamedacountysr2s.org/our-services/plan-an-event/golden-sneaker-contest/> for more information and follow our virtual 2021 Annual Golden Sneaker Contest event hashtag, **#GoldenSneakerContest**, on social media!

About the Alameda County Transportation Commission

The Alameda County Transportation Commission (Alameda CTC) coordinates countywide transportation planning and delivers essential, voter-supported transportation improvements in every city throughout Alameda County. Alameda CTC administers the county's Safe Routes to Schools Program and provides most of its funding through the voter approved transportation sales tax Measures B and BB, which were approved by 81.5 percent of county voters in 2000, and more than 70 percent of voters in 2014, respectively. Visit [Alameda CTC's website](#) to learn more, and follow Alameda CTC on [Facebook](#) and [Twitter](#).

About Alameda County Safe Routes to Schools

Safe Routes to Schools is a comprehensive and effective approach to getting more kids biking, rolling, and walking safely to school. It provides kids and their parents with skills, encouragement, and inspiration through a range of activities, events, and lessons, while also addressing local pedestrian, bicycle and personal safety concerns. Operating since 2006, the Alameda County Safe Routes to Schools Program is funded in part by Alameda CTC with Alameda County's local Measure B and Measure BB sales taxes, and regional, state, and federal funds, serving more than 140 schools throughout the county. Visit the [Safe Routes to School website](#) to learn more.

#