



Press Release

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

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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 the 2022 Annual Golden Sneaker Contest *Students compete by choosing healthy travel options to get to school February 28 through March 11*

ALAMEDA COUNTY, Calif. – From February 28 through March 11, over 75 schools throughout Alameda County will participate in the Alameda County Transportation Commission (Alameda CTC), Safe Routes to Schools (SR2S) Program's 2022 [Golden Sneaker Contest](#). During this beloved event, Alameda County students, classrooms, and schools will participate to see who can use active and shared transportation the most, receiving points every time they walk, roll, bicycle, ride a scooter or skateboard, take transit, or use a supportive mobility device such as a wheelchair. Caregivers may also park a few blocks away and allow their student to walk or roll the rest of the way to school.

Students will work with classmates as a team to track active and shared travel each day with their teacher or family, giving classrooms and families a special time to share and celebrate together. At the end of the contest period, the classroom at each school with the highest rate of active and shared travel will win a trophy made from a Golden State Warrior's sneaker. Every student in a winning classroom will also receive a pair of golden shoe laces.

The ultimate prize—the Platinum Sneaker Award—will go to the classroom with the highest participation in all of Alameda County. This award will be presented to a representative from the winning school by Alameda CTC Commissioners at their April Commission meeting.

By encouraging travel shifts in how students get to school, the Golden Sneaker Contest provides schools with a way to reduce their carbon footprint while also promoting a safer and more active environment.

More information is available at the [Golden Sneaker website](#). Follow our 2022 Annual Golden Sneaker Contest event hashtag #GoldenSneakerContest on social media!

More specifically, members of the media are encouraged to consult the [Golden Sneaker Media Toolkit](#) for pre-approved quotes and answers to FAQs. For elected officials, a [Golden Sneaker Elected Officials Toolkit](#) is available, complete with suggestions for participating in the event and engaging with schools.

How will the event function given the COVID-19 pandemic?

Alameda County Safe Routes to Schools is excited to host this event in-person. However, we are also offering the option to participate virtually due to ongoing pandemic-related challenges. More information about online participation is available on the [Golden Sneaker Contest webpage](#).

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.

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