



# Press Release

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## FOR IMMEDIATE RELEASE

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## Golden Sneaker Competition Gets Students Moving Across Alameda County

*Local contest champions student collaboration and transportation choices that are healthy and better for the environment*

**ALAMEDA COUNTY, Calif.** – From March 2 through March 13, over 80 schools throughout Alameda County will participate in the Alameda County Transportation Commission's 14th annual [Golden Sneaker Contest](#). Led by the Alameda County Safe Routes to Schools (SR2S) Program, this long-standing event builds enthusiasm and teamwork in students while inspiring school communities to try active and shared modes of transportation.

During this two-week contest, students earn points each school day they walk, roll, bicycle, take transit, carpool, or use a supportive mobility device such as a wheelchair. Classmates will work with teachers to track active and shared travel each day for their classroom. At the end of the contest, the classroom at each school with the highest rate of active and shared travel will win their school's Golden Sneaker trophy, which is made with official Golden State Warrior sneakers donated from the Golden State Warriors Community Foundation. Students in winning classrooms also receive golden shoelaces.

The highest prize, the Platinum Sneaker Award, will be presented to the school with the highest overall participation in Alameda County. In addition to receiving the award, the winning school will also receive special recognition at the April 2026 Alameda County Transportation Commission meeting.

"The Golden Sneaker Contest reflects the Commission's commitment to creating a transportation system that works for everyone, especially our youngest residents," said Tony Tavares, Executive Director of the Alameda County Transportation Commission. "Thanks to the support of Alameda County voters through Measure BB, we are able to invest directly in programs like Safe Routes to Schools to improve safety for students, reduce congestion around campuses and make active travel an accessible and celebrated part of the school day."

"Safe Routes' county-wide engagement events are great opportunities for families and caregivers who drive students to school to try a new option for their morning commute and build community. They can join or organize a walking school bus or bike train, or park a few blocks away from the school to walk or roll the rest

of the way," shared Denise Turner, SR2S Program Manager.

By encouraging students and families to shift how they travel to school, the Golden Sneaker Contest provides a fun and engaging way to reduce vehicle traffic near schools, lower carbon emissions and promote safer and more active school communities.

There is still time for schools to sign up to participate. To learn more and get involved, visit the SR2S [Golden Sneaker Contest webpage](#). Those interested can also follow the contest by using the event hashtag #GoldenSneakerContest.

#### **About the Alameda County Transportation Commission**

The mission of the Alameda County Transportation Commission (Alameda CTC) is to plan, fund and deliver transportation programs and projects that expand access and improve mobility to foster a vibrant and livable Alameda County. Governed by a 22-member Commission, Alameda CTC manages the county's one-cent transportation sales tax and serves as the county's congestion management agency. In Fiscal Year 2023-24, the agency carried out \$405 million in transportation improvements that create jobs, enhance mobility, and enrich communities.

Learn about current transportation [projects and programs](#) and learn about [Measure BB](#), which voters passed in November 2014. Visit [Alameda CTC's website](#) to learn more, and follow Alameda CTC on [Facebook](#) and [X](#).

#### **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 a program of the Alameda County Transportation Commission and is funded in part by Alameda CTC with Alameda County's local Measure BB sales tax, and regional, state, and federal funds, serving more than 300 schools throughout the county. Visit the Safe Routes to Schools website to learn more, and follow Safe Routes to Schools on [Facebook](#), [Instagram](#), and [X](#).

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