

FOR IMMEDIATE RELEASE

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15,000 Alameda County Kids Will Walk and Bike to School Starting March 12 to Compete for “Golden Sneaker”

Alameda County - California. Students in 40 schools across Alameda County will walk, bike, and carpool as much as possible for two weeks to win the “Pollution Solution Golden Sneaker Contest” as part of the Alameda County Safe Routes to Schools Program. The two-week contest kicks off on March 12, and encourages families to get active and reduce pollution. Families that live too far away to walk or bike to school can still join in the contest by parking several blocks away and walking to school together.

At the end of the two-week contest, the winning classroom in each school will receive the coveted Golden Sneaker trophy and a party celebrating the benefits of using active or shared transportation to get to school.

The contest is sponsored by Alameda County's Safe Routes to Schools Program, funded by the Metropolitan Transportation Commission and the Alameda County Transportation Commission.

WHAT: Pollution Solution Golden Sneaker Contest at 40 Alameda County Schools

WHO: Participating kids and parents, many of whom are new to walking/biking to

M O R E

school and are interested in being interviewed.

WHEN &

WHERE: Groups of walking children will depart from a park and walk in a parade from the following schools:

- Sequoia Elementary School - Group assembles at 8:00 a.m., departs at 8:15 a.m., and will walk to school from the corner of Rhoda and Carmel Streets, Oakland.
- Redwood Heights Elementary School - Group assembles at 8:00 a.m., departs at 8:15 a.m., and will walk to school from Avenue Terrace Park (at Jordan Road and Bennett Place), Oakland.
- Contact us for complete list of participating schools.

VISUALS: Children with noisemakers on foot, bicycles, and scooters; colorful signs with messages like "these streets were made for walking;" "Goldie the Golden" sneaker lady (our mascot for the contest, who is dressed in all gold); the Golden Sneaker trophy; and "Weevil," the Kaiser Educational Theater Program safety mascot.

About the Alameda County Transportation Commission

The Alameda County Transportation Commission is a newly-formed countywide transportation agency, resulting from a merger of the Alameda County Congestion Management Agency (ACCMA) and the Alameda County Transportation Improvement Authority (ACTIA). Its mission is to plan, fund and deliver a broad spectrum of transportation projects and programs to enhance mobility throughout Alameda County. This merger eliminates redundancies and creates efficiencies in planning, programs and projects delivery and also streamlines legislative, policy and funding efforts. For more information on the Alameda CTC, ACCMA and ACTIA, visit www.alamedactc.org.

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