**Alameda County Safe Routes to Schools**

**Bike to the Moon Week**

***Sample Newsletter Text***

**Join the fun for Bike to the Moon Week - May 10-14, 2021!**

We will be celebrating Bike to the Moon Week from May 10-14 as part of national Bike Month in May. Join your fellow students, parents, and teachers at (name of school) during this week-long event, as we track our miles and minutes of physical activity. Help us reach our goal of collectively “biking” all the way to the moon - 286,900 miles!

You can earn “moon miles” by participating in physical activities, such as:

* Biking
* Walking
* Rolling
* Taking transit
* Learning about bike safety

You can track and enter your minutes or mileage each day in the [Moon Mileage Tracking Form](https://airtable.com/shr7BkpzqSeb9Ywxv), which will automatically convert to your activities into moon miles. Everyone who participates will receive a reflective sticker and a social media profile picture frame, and five lucky winners will receive an electronic gift card to a sporting goods store!

You can see our journey’s progress by visiting the [Alameda County Safe Routes to Schools Program website](https://alamedacountysr2s.org/our-services/plan-an-event/bike-to-school-day/). Remember to post a fun photo, and tag [@AlamedaCoSR2S](https://twitter.com/alamedacosr2s?lang=en) on Twitter with #IBikedtotheMoon and on Facebook at [facebook.com/saferoutestoschool](https://www.facebook.com/saferoutestoschool).

Bike to the Moon Week is a part of the Metropolitan Transportation Commission’s annual “I Bike!” campaign. Learn more about the MTC’s campaign here.

***Sample Social Media Post***

Join us as we participate in the [@AlamedaCoSR2S](https://twitter.com/alamedacosr2s?lang=en) Bike to the Moon Week from May 10-14! Get outside to bike, walk, roll, take public transit, or learn about bike safety, and track your activities here to help us reach the moon! <https://tinyurl.com/jkdzw6>