

# Media and Communications

Please use the following information to stay up-to-date on Bike to the Moon Week progress, and to promote this non-competitive event.

## At a Glance

- **What:** An Alameda County SR2S Program virtual event to encourage biking and physical activity during May Bike Month
- **Why:** Reduce pollution and congestion, stay healthy, build community, and keep our streets safe.
- **When:** One week, from Monday, May 10th - Friday, May 14th, 2021.
- **Where:** Anywhere! Your house, your street, your neighborhood park - wherever you move!
- **Who:** Students, families, and staff from schools enrolled in the Alameda County SR2S Program.
- **How:** Do any kind of physical activity - bike, walk, roll, skateboard, dance, stretch, or anything else - and learn about bike safety. Track your miles or minutes of activity daily, or at the end of the week using the [Moon Miles Tracker](#). We will convert your activity to Moon Miles. Submit your activity by 5:00pm on Monday, May 17th, 2021 for a chance to win fun prizes.

For more information about how to participate, visit the [Bike to the Moon Week website](#) or contact [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org).

## Participation Incentives

Every participating student will receive a participation incentive - a reflective sticker, and a digital picture frame. All participating students will be entered into a countywide drawing for a grand prize. Five randomly selected lucky winners will receive an electronic gift card to a sporting goods store for their participation.

## Event Timeline and Publicity

- **Thursday, April 1st:** Registration Opens
- **Friday, April 16th:** Registration Closes
- **Monday, May 10th:** Event Starts
- **Friday, May 14th:** Event Ends
- **Monday, May 17th** at 5:00pm: Deadline to submit all activities
- **Thursday, May 20th:** Five participants selected at random to receive prizes
- **Thursday, May 27th:** The five selected participants are notified, permission waivers are collected.
- **Thursday, June 3rd:** Public Announcement of total moon miles traveled and final county-wide participation rates. Contingent upon parent permission and signed waivers, the five prize winners may be announced.



## Track Event Progress

During the event, you can monitor our progress to the moon on [Facebook](#) and [Twitter](#). The following information will be available daily:

- Number of schools participating
- Number of students participating
- Number of “moon miles” traveled

Note: This information will only reflect partial participation information, and only captures those participants that enter their activity daily. We won't have all participant information until after May 17th.

## Questions?

Contact [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org).

## Additional Communication Resources

A press release about Bike to the Moon Week will be released during the first week of May. Please check [here](#) during that time for the press release. For additional information, please visit our [event website](#). To see information via our social media and to follow the event hashtag, [#IBikedToTheMoon](#), please visit our [Facebook](#) or [Twitter](#).

## Important to Remember

**Bike to the Moon Week is a cooperative event where we all work together to reach the moon. This event is not a school-vs-school contest, but an event where everyone wins!**

