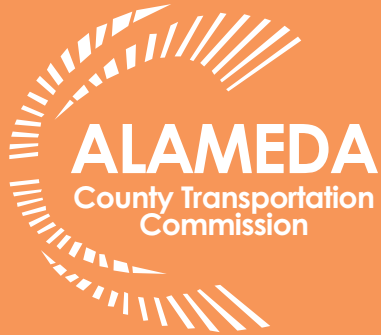




**Safe Routes  
to Schools**

Alameda County  
Transportation Commission



**ALAMEDA**  
County Transportation  
Commission



**international walk  
& roll to school day**  
october 4, 2023  
media toolkit

# Event Information

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Please use the following information to stay up-to-date on International Walk and Roll to School Day, and to promote this non-competitive, encouraging event.

## Event at a Glance

- » **Who:** Students of all ages from schools enrolled in the Alameda County SR2S Program.
- » **What:** A countywide event to encourage students to walk, bike, skate, scoot, take shared transportation, and other active modes of travel
- » **When:** Wednesday, October 4, 2023, usually between 7 and 8AM (depending on school hours)
- » **Where:** Multiple schools throughout Alameda County. The number of registered schools will be available after September 1, 2023 via the event press release.
- » **Why:** To encourage students to use active modes of transportation for healthy kids, safer streets, and strong communities.
- » More information is available online at [alamedacountysr2s.org/our-services/plan-an-event/iwr2sd](https://alamedacountysr2s.org/our-services/plan-an-event/iwr2sd)

## Participation Incentives

Students who walk, roll, carpool, or take transit will receive a participation incentive, either pencils or backpack/bike lights.

## Timeline and Publicity

- » **Wednesday, August 2nd:** Registration Opens
- » **Friday, September 8th:** Registration Closes
- » **Wednesday, October 4th:** Event
- » **Monday, October 16th:** Schools submit event highlights, such as quotes, photos, and videos, and event data, such as number of students who walked, rolled (using bikes, skates, scooters, and wheelchairs), took shared transportation, carpooled, or were driven by a family member.
- » **Monday, November 7th:** Event data and highlights released via the event webpage.

## For Questions, or to Engage with the Event

To engage with the event, all media inquiries, including requests for in-person attendance, must contact [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org) to get next steps from SR2S program staff.

## Key Resources

Please use these resources to learn more about the event. All resources are posted to the event [webpage](#):

- » Social media graphics and text
- » Official event logo
- » Official event photo
- » Volunteer Toolkit
- » Elected Officials Toolkit
- » Promotional posters

# Verbal and Written Communications

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Below are verbal communication materials for International Walk and Roll to School Day.

## Speaking Notes

### Event Purpose

The purpose of International Walk and Roll to School day is to encourage students, families, and school communities to walk, bicycle, skate, scoot, use an assisted mobility device, take transit, or use other non-motorized transportation.

### Event Location

Participants can use these modes of travel to go to school or to enjoy on their neighborhood streets.

## Pre-Approved Quotes

“We are excited to see thousands of students and families choose healthy, environmentally friendly active travel modes that will increase safety while educating students as the school year begins.”

Denise Turner, Alameda CTC Safe Routes to Schools Program Manager

## Alameda CTC Press Release

A press release about International Walk and Roll Week will be released on September 27th, one week before the event. Please check here during that time for the press release: <https://www.alamedactc.org/news-publications/press-releases/>.

## Additional Information

For additional information, please visit our event website, <https://alamedacountysr2s.org/our-services/plan-an-event/iwr2sd/>. To see information via our social media and to follow the event hashtag, #walkandroll23, please visit our [Facebook](#) or [Twitter](#).



# Visual Communications

Below are graphics and social media posts that are available to the media to use. **All material must be credited to Alameda County Safe Routes to Schools.**

## Event Logo



## Social media post

Get your feet walking and wheels rolling – International Walk and Roll to School Day is on Oct 4! Students across the county will celebrate walking, bicycling, skating, scooting, and using shared transportation with this @AlamedaCoSR2S event. #walkandroll23

[photo with credit]

## Promotional Posters

See [page 5](#) for our standard poster, and [page 6](#) for our larger poster with translated text. These are also available on the [IWR2SD event webpage](#).

## Photo

Credit: Alameda County Safe Routes to Schools Program

Caption: Students celebrating International Walk and Roll to School Day.



# Frequently Asked Questions

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## What is the Alameda County Safe Routes to School Program?

The Alameda County Safe Routes to Schools (SR2S) Program is a countywide program that organizes and supports fun, educational activities that encourage families to walk, bike, carpool, and take transit to school. It is funded by Alameda CTC and the Metropolitan Transportation Commission.

## Are all schools in Alameda County enrolled?

Participation in the Alameda County SR2S Program is open to, but entirely optional for, all public schools in Alameda County. For enrolled schools, all programming and events are voluntary. To see a list of all schools who are enrolled in the SR2S program, visit this web page: <https://alamedacountysr2s.org/our-program/enrolled-schools/>

## How many schools are enrolled in the program?

Over 260 schools, ranging from elementary to middle to high schools, are enrolled as of August 2023.

## What other events does the Alameda County Safe Routes to School Program organize?

The Alameda County Safe Routes to School Program hosts many other events and activities for schools. Other big countywide events are:

- » Reboot Your Commute (January - March)
- » The Golden Sneaker Contest (late February/early March)
- » Bike to School Day (May)

Additional activities are held on a school-by-school basis. Activities include:

- » [Ongoing Walk and Roll to School Days](#)
- » [School Safety Assessments](#)
- » [Suggested routes to school maps](#)
- » [Drive Your Bike 101](#)
- » [The BikeMobile](#)
- » [Pedestrian Safety Workshops](#)
- » [Bike Rodeos](#)
- » [Music Notes](#)
- » And more

## How does this event work?

IWR2SD is our largest countywide event and celebrates walking and rolling! Students place a sticker dot on the travel mode chart based on how they traveled to school on this day, and then receive fun giveaways.

The event is organized by the Alameda County Safe Routes to Schools site coordination team. Site coordinators are the bridge between the Safe Routes to Schools Program and the school-based volunteers (known as “champions”).

## Are media welcome to participate in-person or on-campus?

Any in-person visit to a school is at the school’s discretion.

# international walk & roll to school day

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و دوچرخه تا مدرسه

Internasyonal na  
Araw ng Walk and Roll  
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والدراجة حتى المدرسة

Día Internacional Para  
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Ngày Quốc Tế Đi Bộ &  
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年國際步行和  
騎自行車去學校日

Celebrate  
Healthy Habits

Travel Safely



Build Your  
Community



[alamedacountysr2s.org](http://alamedacountysr2s.org)

Alameda County Safe Routes to School encourages abiding by local health guidelines, wearing a mask, and maintaining physical distance from people outside of your household.

The Alameda County Safe Routes to Schools Program is a program of the Alameda County Transportation Commission ([alamedactc.org](http://alamedactc.org)) and is funded with Alameda County's local Measure BB sales tax, and regional, state, and federal funds.



METROPOLITAN  
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COMMISSION

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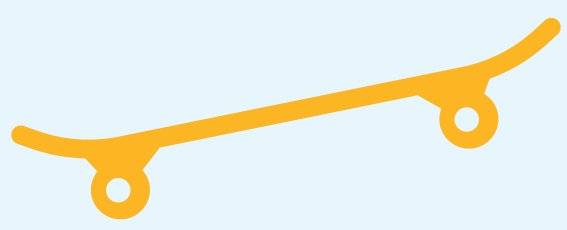
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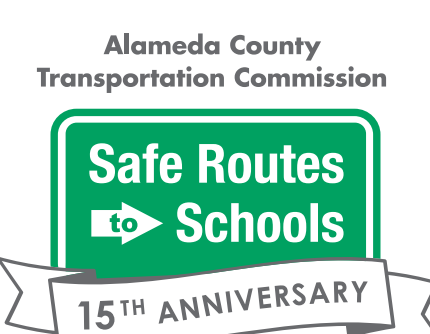
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[www.alamedacountysr2s.org](http://www.alamedacountysr2s.org)  
[staff@alamedacountysr2s.org](mailto:staff@alamedacountysr2s.org)

Funded By:



Alameda County Transportation Commission  
1111 Broadway, Suite 800  
Oakland, CA 94607  
[www.AlamedaCTC.org](http://www.AlamedaCTC.org)



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