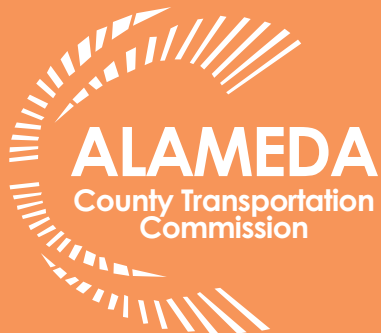




Safe Route
to Schools

Alameda County
Transportation Commission



ALAMEDA
County Transportation
Commission



Safe Route
to Schools



**international walk
& roll to school day**

October 8, 2025

MEDIA TOOLKIT

Event Information

International Walk and Roll to School Day (IWR2SD) is an annual event held by schools across the world to encourage students, caregivers, and the school community to walk, roll, or use other active modes of transportation to get to school. Key event details are provided below:

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 8, 2025, usually between 7 and 8AM (depending on school hours).
- » **Where:** Schools across Alameda County (and globally). The number of registered schools will be available after October 1, 2025 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](#).

Participation Incentives

Students who walk, roll, carpool, or take transit will receive participation giveaways.

Timeline and Publicity

- » **Tuesday, August 5th:** Registration Opens
- » **Friday, September 3rd:** Registration Closes
- » **Wednesday, October 8th:** Event
- » **Monday, October 15th:** Schools submit event highlights to the SR2S team, including quotes, photos, videos, and event participation data.
- » **Early November:** Event data and highlights posted on social media and SR2S website.

How to Get Involved

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

Key Resources

Visit our [event page](#) for a list of downloadable event planning resources, including:

- » Event toolkits
- » Event posters
- » Event logos
- » Newsletter text
- » Social media graphics

Verbal and Written Communications

Below are verbal and written 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

Participating schools throughout Alameda County.

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 first week of October, before the event. [Please check here](#) during that time for the press release.

Additional Information

For additional information, please visit [our event website](#). To see information via our social media and to follow the event hashtag, #walkandroll25, please visit our [Facebook](#) or [X \(formerly known as Twitter\)](#).

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



Photo

Credit: Alameda County Safe Routes to Schools Program

Social Media Post

Get your feet walking and wheels rolling – International Walk and Roll to School Day is on Oct 8! Students across the county will celebrate walking, bicycling, skating, scooting, and using shared transportation with this @AlamedaCoSR2S event. #walkandroll25

[photo with credit]

Promotional Posters

Promotional posters are available on [our website](#):

- » Standard multilingual poster/flyer (8.5"x11")
- » Large multilingual poster (24"x36")



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

Frequently Asked Questions

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”).

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 County Transportation Commission 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 300 schools, including elementary, middle, and high schools, are enrolled as of August 2025.

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

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

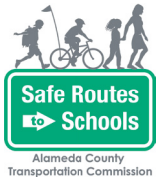
What other events does the Alameda County Safe Routes to Schools Program organize?

The Alameda County Safe Routes to Schools Program hosts many other events and activities for schools. Other countywide events include:

- » Reboot Your Commute (January - March)
- » The Golden Sneaker Contest (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](#)



www.alamedacountysr2s.org
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Funded By:



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