

# GOLDEN SNEAKER CONTEST



## Event Overview

During the Golden Sneaker Contest, the Alameda County Safe Routes to Schools (SR2S) team challenges students, classrooms, and schools to compete to see who can walk, roll, carpool, and/or use public transit the most. Contest coordinators will promote the event in advance of the contest by posting flyers, adding to school announcements and newsletters, posting to social media, or creating video advertisements.

## Why Participate in the Golden Sneaker Contest?

- Build community
- Encourage students to be physically active
- Enhance student mental wellness
- Encourage teamwork and collaboration
- Reduce pollution around schools
- Reduce greenhouse gas emissions
- Encourage attendance

## Materials

Each participating school will be provided with:

- [Flyers](#) to promote the event
- Digital and physical [mode charts](#) to track participation
- More resources can be found on the [Golden Sneaker webpage](#).

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.

## During the Event

- The Golden Sneaker Contest will take place from March 2nd to March 13th.
- Set aside 5 minutes at the beginning of each day during attendance to ask students how they got to school and tally responses daily on the mode chart provided.

## After the Event

- Your contest coordinator will reach out to you to collect your results — your results need to be reported in order to qualify for the winning trophy and platinum sneaker award!
- Send photos of your participating classroom (with the [appropriate permissions](#))!



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