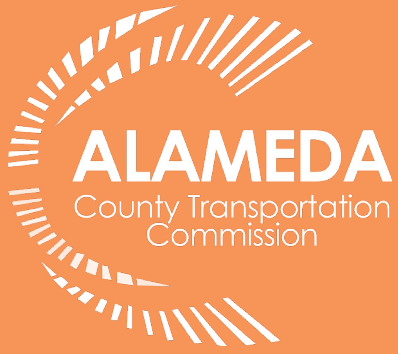




Alameda County
Transportation Commission



**international walk
& roll to school day**
October 7, 2026
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 7, 2026, 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, 2026 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](#).

Timeline and Publicity

- » **Wednesday, August 5th:** Registration Opens
- » **Friday, September 4th:** Registration Closes
- » **Wednesday, October 7th:** Event
- » **Monday, October 12th:** 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

Participation Incentives

To encourage student participation in International Walk and Roll to School Day, registered schools will receive giveaways to distribute to participating students, while supplies last.

Verbal and Written Communications

Use the resources below to help communicate and promote 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 to School Day will be available the first week of October, before the event. [Click here](#) or [here](#) during that time for the press release.

Promotional Resources

Social Media

Find ready-to-use social media posts and graphics in our [Social Media Toolkit](#).

School Newsletter

Use the [School Newsletter template](#) to share event information with your school community.

Promotional Posters

Download multilingual [promotional posters](#) to help spread the word about the event.

Additional Information

For additional information, visit our [event website](#). Follow us on [Facebook](#), [Instagram](#), or [X \(formerly known as Twitter\)](#) for event updates and use #walkandroll26 to join the conversation.

Visual Communications

The following ready-to-use materials are available to help promote International Walk & Roll to School Day. Please follow the credit and usage information provided with each resource.

Event Logo

Download the International Walk & Roll to School Day logo [here](#) for use in digital and print media.

**International Walk & Roll
to School Day Logo**



Social Media Post

Copy and share the sample post below, or find additional social media content, images, and event logo in the [Social Media Toolkit](#).

“ Get your feet walking and wheels rolling – International Walk and Roll to School Day is on Oct 7! Students across the county will celebrate walking, bicycling, skating, scooting, and using shared transportation with this @AlamedaCoSR2S event. #walkandroll26 ”

Credit: Alameda County Safe Routes to Schools

Promotional Posters

Download International Walk & Roll to School Day posters [here](#). Posters are available in multiple sizes and languages.

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

Photo

Photos can help bring International Walk & Roll to School Day stories to life. When including event photos in your coverage, please provide photo credit and a brief caption describing the image.

Credit: Alameda County Safe Routes to Schools

Example Caption: Students celebrating International Walk & 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 2026.

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](#)



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METROPOLITAN
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The Alameda County Safe Routes to Schools Program is an Alameda County Transportation Commission (alamedactc.org) program and is funded with Alameda County local Measure BB sales tax, and regional, state, and federal funds.