**For Immediate Release** Contact:

Phone:

Email:

**[Name of school, participating organizations, etc.]** **Joins International Walk to School Day Celebration**

*Walking and biking to school can help children and adolescents accumulate recommended 60 minutes per day of physical activity*

**[CITY, STATE] ([Date])** – **[Name of school, participating organizations, etc.]** in **[city]** will join students, parents, teachers, and community partners throughout the Commonwealth will be “walking the walk” on October 6 in support of International Walk to School Day.

Approximately **[number]** students from **[name of school(s) participating]** will be walking and rolling **to or at** school **[day(s) of the week]** along with parents, teachers and community leaders. **[List any names and titles of participating community leaders or prominent figures]**.

The event will begin at **[time]** with kids, parents and community leaders walking from **[start location].** Walkers **[and bicyclists]** will arrive at the school at **[time].** Other special activities associated with the walk include **[list any additional event details such as giveaways, using a walkability checklist or holding a pep rally]**.

Walk to School Day events raise awareness of the need to create safer routes for walking and bicycling and emphasize the importance of issues such as increasing physical activity among children, pedestrian safety, traffic congestion and concern for the environment. The events build connections between families, schools and the broader community.

Penn State PRO Wellness supports **[Name of school, participating organizations, etc.]s’** Walk to School Day efforts by providing promotional materials and technical assistance to help schools make walking and bicycling a priority.

**[Include additional information about your program and how it fits into the larger picture for the community, whether it is part of a Safe Routes to School program, etc.]** For additional local information, please contact **[name]** at **[phone number: if possible, give a cell phone number or other number that enables the media to contact the individual during the event].**

**###**

**For additional information, please visit these websites:**

Penn State PRO Wellness [med.psu.edu/PROwellness](http://med.psu.edu/PROwellness)

Walk to School Day in the USA [www.walkbiketoschool.org](http://www.walkbiketoschool.org)

National Center for Safe Routes to School [www.saferoutesinfo.org](http://www.saferoutesinfo.org)

International Walk to School Day [www.iwalktoschool.org](http://www.iwalktoschool.org)