

**FOR IMMEDIATE
RELEASE**
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Conway elementary schools to celebrate International Walk to School Day on October 7, 2015

Conway, AR (October 1, 2015) – All 9 elementary schools in Conway will join schools from around the world to celebrate International Walk to School Day on October 7.

Students are invited to walk and roll to Carolyn Lewis, Ellen Smith, Ida Burns, Julia Lee Moore, Florence Mattison, Marguerite Vann, Jim Stone, Theodore Jones, and Woodrow Cummins elementary schools on Wednesday along with parents, teachers, and community leaders.

Volunteers from the City of Conway Bicycle & Pedestrian Advisory Board, Conway Advocates for Bicycling, and Pam McDowell Properties will greet students who arrive on foot and hand out goodies from 7:40 am to 8:10 am.

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.

There are many benefits to walking to school:

- Weight and blood pressure control
- Bone, muscle, and joint health and maintenance
- Reduction in the risk of diabetes
- Improved psychological welfare
- Better academic performance
- Brings a sense of joy and independence
- IT'S FUN!!!

Because safety is always the first priority, everyone is encouraged to visit walkbiketoschool.org/keep-going/pedestrian-safety to find out safe ways to walk to school.

The event is being organized by the City of Conway Bicycle & Pedestrian Advisory Board (BPAB). BPAB's mission is to work with the City of Conway to recommend ways the city can become and remain a bicycle-friendly and walk-friendly community with safe routes to schools.

For additional local information, please contact Emily Walter at emilywalter@conwaycorp.net.

For additional information, please visit these websites:

Walk to School Day in the USA
National Center for Safe Routes to School
International Walk to School Day
Conway BPAB

www.walkbiketoschool.org
www.saferoutesinfo.org
www.iwalktoschool.org
www.walkbikeconway.org

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About International Walk to School Day

- Walk to School Day was established in the United States in 1997 by the *Partnership for a Walkable America*. Canada and Great Britain already had walk to school programs in place. In 2000, these three countries joined together to create International Walk to School Day.
- In May 2006, the National Center for Safe Routes to School was established to assist communities in enabling and encouraging children to safely walk and bike to school.
- The National Center for Safe Routes to School serves as the national coordinating agency for Walk to School activities in the United States.
- Walk to School Day began as a simple idea – children and parents, school and local officials walking to school together on a designated day. It is an energizing event, reminding everyone of the simple joy of walking to school, the health benefits of regular daily activity, and the need for safe places to walk and bike. Schools focus on health, safety, physical activity and concern for the environment.
- Organizations supporting International Walk to School Day in the United States include America Walks, the Centers for Disease Control and Prevention, the U.S. Environmental Protection Agency, the Federal Highway Administration, the Institute of Transportation Engineers, the National Center for Safe Routes to School, the National Highway Traffic Safety Administration, Safe Kids Worldwide, and the Safe Routes to School National Partnership.