

September 17, 2007

FOR IMMEDIATE RELEASE

Nebraskans Encouraged to Build Healthier Lifestyles in Kids

International Walk to School Day Oct. 3 Promotes Joys of Walking, Biking

Join children and adults around the world in celebrating International Walk to School Day Oct. 3.

Nebraska schoolchildren and parents can join along with kids at more than 5,000 U.S. schools and 40 nations by walking to school to promote a healthier lifestyle. Walking to school is a great way to be part of a global event to promote health, identify safer routes for walking and to improve air quality.

Parents, educators and community leaders are encouraged to help celebrate International Walk to School Day by organizing an event in their community where walkers can meet to walk together along safe routes Oct. 3.

For great ideas about how to hold an event that fits your school or community, visit www.SafeRoutesNE.com and check out the link to the national walk to school program. You can also register your event or find out what schools are participating within the United States.

Walk to School events work 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, concern for the environment and building connections between families, schools and the broader community.

Parents can also take individual steps to encourage a healthier lifestyle by walking with their child to school on International Walk to School Day. In addition to kick starting a healthier lifestyle for your child, it's also a great way to start your day!

The 2007 event marks the eleventh International Walk to School Day. What started with one school in Chicago has grown to more than 5,000 schools in the U.S. On a global scale, nearly 4 million people will participate in approximately 40 countries.

Statewide Walk to School events are conducted as part of Safe Routes Nebraska, which is a part of the National Safe Routes to School Program. Through the 2005 passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy of Users, Congress designated \$612 million toward developing the National Safe Routes to School Program. Money is distributed to the Nebraska Department of Roads to fund education, planning and implementation of Safe Routes to School plans and programs.

For more information about Safe Routes Nebraska, visit www.SafeRoutesNE.com.

#NDOR#

Contact:

Kelly Morgan, Program Coordinator @ (402) 476-7331
kmorgan@sinclairhille.com

NR390