

FOR RELEASE BEFORE 9/14/07

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Walk to School Day---FRIDAY OCTOBER 5th

On October 5th the first Countywide Walk to School Day event will take place. Each public school district as well as the parochial schools were contacted and provided with information. The goal is to hold two events a year, one in October that coincides with International Walk to School Day, and another in May that coincides with Walk/Bike to Work Week.

The premise of the event is to raise awareness of walking benefits, educate the community on the associated environmental benefits, promote active and healthy lifestyles, and to promote non-motorized transportation as a part of the Sheboygan County's \$25 million non-motorized grant funding. In the 1960's roughly 85% of children walked or biked to school. Today, less than 20% walk or bike to school. This trend needs reversal!

Last spring, very successful events were held in Sheboygan Falls where over 250 elementary aged children participated, in Kohler where roughly 300 of the elementary children participated, and at Sheboygan South where roughly 170 teenagers participated. We hope this type of success can be realized Countywide!

Contact your child's school to see if they are participating, get your friends and neighbors to partake, and most importantly, encourage your child to be active and walk!

Small changes can collectively make a large difference.