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Press Release

FOR IMMEDIATE RELEASE

Walk it, Scoot it, Bike it.. GO!

Day One Continues Promoting Walk to School Day with DO WALK Month October

Pasadena, CA. September 28, 2020 – September and October, designated Pedestrian Safety Month and Walk to School Month respectively, are important times for promoting pedestrian safety and Safe Routes to School. At Day One, we are connecting the promotions for these two months through our event, DO WALK Month.

Running from now until the end of October, DO WALK encompasses multiple series of events aimed at encouraging our community to spend time outdoors and engage in safe routes initiatives while adhering to the rules of social distancing. Some of the events we have in store include the DO WALK Poster Contest, where students will design posters for Walk to School Day, and a Virtual 5k, where community members can choose their own routes for their walk from October 9-14th, a Traffic Garden Expo which aims to educate more SRTS parents and students on bike safety and the rules of the road.

"We believe that now more than ever it is important that our communities are spending time outside - walking, biking, and just getting fresh air," said Jazmine De La Torre, "To this end, DO WALK is meant to provide our community members with a series of safe events meant to encourage families in our community to take some time to do exactly that."

To learn more about the upcoming events for DO WALK month, visit godayone.org/DOwalkmonth and check out our Instagram (@Day1do) for updates about upcoming events and information about our past events. We are excited to be taking this time to promote pedestrian safety and outdoor activities in our community.

Highlights:

- Virtual 5k Live Kick off a week-long event where community members can get active
- DO Walk Fridays weekly self-guided walking groups for the Pasadena community.

- Traffic Garden Expo- Traffic gardens give parents and cycling instructors safe places to teach people of all ages the basics of riding a bicycle. This Expo can be enjoyed by appointment only at a SRTS selected site (location To Be Announced).
- Bonus! Participants who complete the activities can collect a total of 6 unique DO walk badge stickers!

Take a photo of your walks and post to Instagram with the hashtag #DOWalkMonth for a chance to win prizes! **Prizes include DO Walk badges, Swag Bags, gift cards and more. Follow us on @PasadenaSafeRoutes and visit www.godayone.org/DOWalkMonth for details!**

In addition to these events, Day One will also be partnering with the Pasadena Complete Streets for Walktober Month. **Walktober** is an annual national (and international) promotion to encourage walking, with communities from Chaska, Minnesota, to Atlanta, Georgia, to Dublin, Ireland, organizing events. To learn more visit www.walktoberpasadena.org.

Publicity:

Details on the walks as well as a calendar can be found on Day One's **DO WALK web page** at www.godayone.org/dowalkmonth as well as on our **Instagram, @Pasadenasaferoutes**. **Catch the Live DO Walk Month Virtual Kick off on October 9th from 4-5pm via zoom and facebook live!**

#DOWalkMonth @pasadenasaferoutes

About the Organizers:

Day One- Day One is a community-based nonprofit organization with a 25-year history of providing effective, high quality and culturally-sensitive public health education, intervention, and policy development. Day One builds vibrant, healthy cities by advancing public health, empowering youth and igniting change.

www.godayone.org

Pasadena Unified School District - The schools of the Pasadena Unified School District (PUSD) enroll more than 17,000 students in Transitional Kindergarten-12th grade in a 76-square mile area that includes Altadena, Pasadena, Sierra Madre and unincorporated areas of Los Angeles County. PUSD offers high-quality educational choices for all students. www.pusd.us

Active SGV- ActiveSGV's mission is to support a more sustainable, equitable, and livable San Gabriel Valley. www.activesgv.org

Email Attachment

- DO Walk Month Poster- Hi Resolution jpeg

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