



PRESS RELEASE

FOR IMMEDIATE RELEASE

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OCTOBER IS WALK TO SCHOOL MONTH

Pleasanton Participating in International Campaign for 15 Years

Pleasanton, CA— Pleasanton schools will be joining hundreds of schools throughout the nation by participating in the International Walk to School campaign, which occurs throughout the entire month of October.

"Walk to School Day will allow parents to spend time with their children and see how beneficial walking to school is for their children and their school. It teaches students safe walking habits and helps reduce traffic around the schools," said Lisa Adamos, Economic Development Specialist with the City of Pleasanton.

Sponsored by the City of Pleasanton, Pleasanton Unified School District and all elementary schools, the annual event, now in its 15th year, promotes pedestrian safety, improved air quality and parent involvement. Morning celebrations where students and parents can enjoy refreshments will be held beginning 30 minutes prior to the last bell at each school.

Many parent volunteers will be helping to coordinate the refreshment parties, which will welcome the hundreds of walkers each morning. Alameda County Safe Routes to School is also working with Pleasanton Middle School and Foothill High School to participate in International Walk to School Day on Wednesday, October 7 and Thursday, October 8, respectively.

The following additional schools will be participating on the following days:

- Wednesday, October 7, 2015—Alisal, Mohr and Valley View elementary schools
- Wednesday, October 14, 2015—Hearst, Fairlands and Walnut Grove schools
- Wednesday, October 21, 2015—Lydiksen elementary school
- Wednesday, October 28, 2015—Donlon and Vintage Hills elementary schools.

The event is promoted as part of *Rides to School*, Pleasanton's School Traffic Calming Program

Rides to School is a collaboration of the City of Pleasanton and Pleasanton Unified School District with partial funding through the Alameda County Transportation Commission and Bay Area Air Quality Management District Transportation Fund for Clean Air, to plan and manage school-related traffic. It supports the city's Climate Action Plan's goals and objectives to reduce greenhouse gas emissions. Additionally, the Alameda County Safe Routes to School (SR2S) Program is working closely this year with Alisal, Mohr and Valley View elementary schools, Pleasanton Middle school and Foothill High School on campaigns throughout the year to promote walking, biking or carpooling to school.

More information on *Rides to School* can be found at www.pleasantonschoolpool.org or by contacting Lisa Adamos, City of Pleasanton at 931-5039.

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About Pleasanton

The City of Pleasanton is a vibrant Northern California community of 71,000 residents situated at the crossroads of Interstates 580 and 680, in close proximity to the San Francisco and San Jose metropolitan areas. The city's location has historical significance as a major trading route of early Native Americans and later along the route of the First Transcontinental Railroad. Pleasanton is a major suburb identified by the U.S. Census as one of the wealthiest middle-sized cities in the nation and was included on Money Magazine's list of the 'Best Cities to Live 2014' and on 24/7 Wall Street's list of 'America's 50 Best Cities to Live'. Among Pleasanton's many attractions are an excellent school system, a highly educated workforce, 1,200 acres of parkland and recreational open space, a nationally recognized business park, a regional retail shopping mall, and a historic downtown district. For more information, please visit www.cityofpleasantonca.gov.

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