

## **Press Release**

**For:** IMMEDIATE RELEASE

**Date:** September 13, 2017

**Contact:** Leigh Anna Marbert, Public Information Officer

### **Asheboro City Schools to Celebrate International Walk to School Day on Wednesday, October 4**

Asheboro – Students, families, teachers, and administrators from Donna Lee Loflin Elementary School will join schools from around the world to celebrate International Walk to School Day on Wednesday, October 4.

The event will begin at 7 a.m. with students, families, teachers, and community leaders from the Asheboro Police and Fire Departments walking from the lower parking lot at Memorial Park on Church Street. Walkers will arrive at Loflin at approximately 7:30 a.m.

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.

For additional local information, please contact Leigh Anna Marbert at (336) 625-5104. For additional information, please visit these websites:

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

[www.walkbiketoschool.org](http://www.walkbiketoschool.org)  
[www.saferoutesinfo.org](http://www.saferoutesinfo.org)

###

#### **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 and Bike 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.

**About Asheboro City Schools:**

Asheboro City Schools is a medium-sized school district in North Carolina, serving approximately 5,000 students at eight schools and one five-star Early Childhood Development Center. The district's mission is to graduate responsible citizens who are prepared to succeed in higher education or the career of their choice. For more information, visit the district's website at <http://www.asheboro.k12.nc.us/>.

###

*(Reporters/Editors: Please call Leigh Anna Marbert at (336) 625-5104.)*