



**Last year, 168 schools registered for Oregon’s Walk and Bike to School Day, This year our goal is 180, and we think it can happen!! With 180 schools throughout Oregon participating on October 7<sup>th</sup>, expect to see over 25,000 children, parents, teachers and community members walking + biking to (and from) school.**

## **FOUR KEY MEDIA MESSAGES**

### **1. To enhance the health of children**

Walking or biking to and from school is an excellent way to add physical activity into every day. Children need at least sixty minutes of physical activity every day to keep them healthy – and many kids in Oregon just don’t get enough! Walking and biking to school can help improve strength and endurance, decrease anxiety and stress, and help maintain weight. Positive experiences like walking and biking to school will pave the way for being physically active throughout life.

### **2. To improve the health of the community**

Walking and biking to school reduces traffic pollution and congestion. It can also encourage parents to walk and bike to school and throughout the community with their kids.

### **3. To create permanent, safe walking and biking routes**

Well-maintained routes designed for walking and biking calms traffic and reduces collisions. Walking and biking to school helps create driver awareness in school zones. This increases safety for all!

### **4. To improve neighborhood livability**

Studies show that more people walking and biking in a neighborhood makes people feel better about their community. It helps make public streets lively and friendly, encourages community interaction, and attracts people to commercial, civic and recreational areas.