

## Sample Press Release

**Note:** Before filling in the names of the Organization and Organization Spokesperson, you **MUST** contact them to obtain their permission to use their names in this press release, and you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you send out the press release.

FOR IMMEDIATE RELEASE: [Date]  
CONTACT: [Name, Phone Number, E-mail]

### **Fuel increases see cost of school-run spiral – but walking still comes free! IWALK - International Walk to School Week: October 2<sup>nd</sup> through 6<sup>th</sup> 2006**

**[City, State]** - With fuel costs spiralling, the short, twice-daily school run is becoming an increasingly expensive option as a means of getting children to school and back. But there is an alternative way which will reduce the need to fill up with fuel so regularly because it's a means of free travel.

Millions of children and their families around the world will be taking to their feet in support of International Walk to School Week which takes place October 2<sup>nd</sup> through 6<sup>th</sup>. Thousands of schools across more than 30 countries will be organizing walk-to-school promotional activities and events during the week, in an effort to reduce the number of short car trips on the daily school-run.

The aim of International Walk to School Week is not only to raise awareness about the many positive health, safety and environmental benefits that can be gained from regular walking to and from school, but to encourage families to actively participate in walk to school promotional events being held locally and to share their experiences with a global audience. If most families who regularly drive short trips to school were to respond positively by walking together just part of the way, some of the time, astonishing differences would be noticed – not least the fact that they wouldn't have to fill up with fuel as often as they do.

###

### **NOTES FOR EDITORS**

- International Walk To School Week began in 2000 following several successful individual walk to school promotional days and weeks that had been held in a number of countries including UK, Canada and USA in the late 1990's. The **International Walk To School Steering Group** (IWALK), which comprises representatives from both national and local

government and non-government agencies around the world, was formed in 1999 with the objective of working together in a global partnership to share best practice and to support, publicize and promote walk to school initiatives and events being held anywhere in the world, all year round.

- Photos of IWALK activities from around the world can be found on the IWALK website: <http://www.iwalktoschool.org>.

**FOR FURTHER INFORMATION/PRESS/MEDIA ENQUIRIES:**

Visit the IWALK website for a list of contacts, phone numbers and email addresses for co-coordinators in each country: <http://www.iwalktoschool.org/>