

FOR IMMEDIATE RELEASE

Tuesday February 14, 2017

CONTACT:

Officer Mark McCullough at (619) 818-4860 or at mmccullough@pd.sandiego.gov

Walk to School Day at Chollas-Mead Elementary

On Wednesday, Feb. 15, 2017 at 8:05 am members of the San Diego Police Department along with Circulate San Diego will join Students and families at Chollas-Mead Elementary in San Diego to celebrate **Walk to School Day**. Students will gather near the school to form a “Walking School Bus” and be safely guided to school by parent volunteers and Pete Walker from the statewide pedestrian safety campaign put on by the California Office of Traffic Safety. Students and families arrive at 8:05-8:25 a.m. with the “Walking school bus” starting at 8:25 a.m.

This event will start at Chollas-Mead Elementary School, 4525 Market Street, San Diego, CA 92102 with the “Walking School Bus” meeting location in the Eastern School Parking Lot, south of Market Street

The celebration is part of the Vision Zero initiative, which is working towards zero traffic deaths in San Diego by 2025. Other schools in the area will celebrate similar events later this year.

Traffic collisions are the leading cause of death for children ages zero to 13. Education is a key component to reducing traffic deaths and reaching Vision Zero. The event emphasizes the importance of increasing physical activity among children, pedestrian safety, concern for the environment, and building connections among families, schools and the broader community. Before the event, students participated in pedestrian safety education courses at the school provided by Circulate San Diego.

Benefits being promoted here:

- Promote the learning of safety skills
- Reinforce the importance of physical activity
- Create safe neighborhoods for children to walk to school
- Incorporate school principals, administrators, teachers and parents
- Reduce the community’s carbon footprint

This event is coordinated in partnership with Circulate San Diego, a regional nonprofit organization dedicated to advancing mobility and making the region a better place to move, work,

learn and play. The nonprofit's work focuses on creating great mobility choices, more walkable and bikeable neighborhoods, and land uses that promote sustainable

Partial funding for this program was provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.