



NEWS RELEASE

For Immediate Release

**Contact: Catie Wardwell
Phone: (208) 381-2894**

SAFE KIDS TREASURE VALLEY AND FEDEX WILL SAFELY WALK CHILDREN TO SCHOOL

Volunteers Will Teach Children About Safe Behaviors on International Walk to School Day

Boise, ID (September 26, 2007) – In recognition of International Walk to School Day on Wednesday, October 3, Safe Kids Treasure Valley, FedEx, and other community partners will gather at Washington Elementary School to walk kids to school from 8:00-8:40 am.

In addition to community volunteers, the Boise Police Department (BPD) will provide extra patrol on streets surrounding Washington Elementary School. BPD will also be providing this service near various schools throughout the city of Boise in recognition of Walk to School Day.

To increase safety measures, Ada County Highway District (ACHD) has worked with Washington Elementary School and its surrounding neighborhood to improve the safety of school children and to reduce speeding. ACHD placed flashing beacons north and south of the school on 15th Street to remind drivers of a school zone, which is the most effective measure for slowing down drivers to the 20 mph speed limit. These run specific to school arrival and dismissal times. ACHD also installed a pedestrian signal in front of the school on 15th Street and added new stop signs to increase safety on the student's main walking routes.

Pedestrian injury remains the second leading cause of unintentional injury-related death among children ages 5 to 14. Every year more than 638 children ages 14 and under are killed nationwide from pedestrian-related injuries. In 2005, more than 33,571 children ages 14 and under were treated in hospital emergency rooms for pedestrian-related injuries. Safe Kids Treasure Valley activities on International Walk to School Day are designed to help educate children and families about the importance of pedestrian safety.

International Walk to School Day gives children, parents, and teachers an opportunity to be part of a global event as they celebrate the many benefits of walking. This year, millions of walkers from around the world walked to school together for various reasons, which include encouraging physical activity by teaching children the skills to walk safely, how to identify safe routes to school, and the benefits of walking.

****Editor's Note**** Great photo opportunities! More than 200 students will be participating in addition to community volunteers. Washington Elementary School is located at 1607 N. 15th.

###