

This information is provided by the National Center for Safe Routes to School. For more information, please visit: <http://www.saferoutesinfo.org/>



[www.ARSafeRoutes.org](http://www.ARSafeRoutes.org)  
1-866-611-3445

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## SRTS Template Media Materials

### SRTS Program Launch News Release

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Holding a kick-off event is a great way to officially launch a State Safe Routes to School program. It is a great idea to tie this event to an SRTS program-related event such as the announcement of a new sidewalk or a Walk to School Day or bike event. The following template news release can be tailored to officially announce the launch of Safe Routes to School programs.

#### Using the Template

- Fill in the bracketed areas with your organization/event information
- Logo: Please feel free to use the Arkansas Safe Routes to School logo or replace it with your own program logo. You may also choose to print the news release on your organization's letterhead.
- Contact Information: It's important to choose a point person for the news release who will be available both once the release is distributed and throughout the event. Use the contact phone number that has the greatest likelihood of reaching the person.
- Length: The ideal news release is no longer than a page in length.
- Distribution: A few days or the day before the event, distribute the release to local media contacts (television, radio, and newspaper) Email, fax, mail and hand-delivery are all ways to distribute the release.
- Materials: Have copies of the news release available at the event. In addition to copies of the news release, you may also compile a press kit, including fact sheets, backgrounders and bios.

**Scroll down to page 2 for the news release.**

**FOR IMMEDIATE RELEASE**  
[Release date]



**CONTACT: [Name,  
number and email]**

## **[AGENCY] to launch Safe Routes to School Program**

**[City, State]** – In an effort to encourage and enable **[city or community name]**'s children to walk and bike to school, **[organization]** will launch its Safe Routes to School Program on **[date, time, location]**.

[In this area, you will want to include more detailed information on the launch event itself, such as event speakers, dignitaries and other individuals or groups attending, announcements that will be made at the kickoff event and other creative event ideas.

[Subsequent paragraphs could include quotes from agency and program representatives as well as further Safe Routes to School program information such a brief description of funded programs, local issues affecting Safe Routes to School, etc.]

Childhood obesity rates have more than tripled in the past 30 years, while the number of children walking and biking to school has declined. According to the 2001 National Household Travel Survey, less than 16 percent of students between the ages of 5 and 15 walked or biked to or from school, compared to 42 percent in 1969.

Through the 2005 passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), Congress designated a total of \$612 million toward developing the National Safe Routes to School Program.

**For additional information, please visit these web sites:**

**[Organization]**  
Arkansas Safe Routes to School

**[Organization web address]**  
[www.ARSafeRoutes.org](http://www.ARSafeRoutes.org)