



PRESS RELEASE

FOR IMMEDIATE RELEASE

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**Children and Families *Walk + Bike to Baseball*
to Celebrate a Month of Sustainable Success!**

Monday, June 1, 2009 – The Bicycle Transportation Alliance announces the close of a very successful Walk + Bike to School Challenge Month which will be celebrated at PGE Park on June 12th with *Walk + Bike to Baseball*. Seventy-nine elementary and middle schools participated across the state with an estimated 6,000+ students and parents choosing active transportation to and from school in the month of May. Eight Portland-area colleges and universities also participated in a version of the Walk + Bike Challenge Month called the Bike To Campus Challenge.

Prior to the Portland Beavers baseball game, event participants and winners will be recognized on field. The overall Challenge winning school will select one individual to throw out the first pitch. June 12th is also Family Feast Night with \$1 hot dogs, drinks and ice cream, and there will be fireworks immediately following the game. Discounted seats for this event have been reserved in General Admission \$5.50, a savings of \$3.50 and In-Field Reserve \$9.50, a savings of \$6.00. These tickets are available until noon, June 11th. To purchase Walk + Bike to Baseball tickets contact your schools Walk + Bike Challenge Coordinator or Ashley Bedford at PGE Park, (503) 553-5429 or abedford@pgepark.com. Families are encouraged to bike or take TriMet; plenty of bike parking will be available.

The Walk + Bike to School Challenge is a month-long encouragement event in which young students, college students and parents are encouraged to use active transportation such as walking or biking to arrive to and from school for the entire month of May. It coincides with National Bike Month and is the students and families counterpart to the BTA's annual Bike Commute Challenge event held each September. The Challenge also acts as a next step for the International Walk and Bike to School Day events held each October. This was the second year for the event and the first year it was offered statewide.

The Walk + Bike to School Challenge is brought to you by the Bicycle Transportation Alliance with generous support from the Oregon Walk to School Committee, Oregon Department of Transportation, Transportation Safety Division and Portland Bureau of Transportation, Safer Routes to School.

The Bicycle Transportation Alliance is a statewide non-profit organization that works to open minds and roads to bicycling. We represent bicyclists and the bicycle industry with over 5000 members in Oregon and SW Washington, and have seventeen years of experience in bicycle engineering, planning, education and advocacy.

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