



FOR IMMEDIATE RELEASE

Bike & Roll to School Day Celebrates Importance of Safe, Active Trips to School for All

CHAPEL HILL, N.C. (May 4, 2022) — Families, school officials and community leaders across the United States will strap on helmets and lace up shoes today to participate in the 11th annual National Bike & Roll to School Day, a celebration highlighting the importance of safe, active transportation to school and promoting accessible spaces for all active trips.

To date, more than 1,600 Bike & Roll to School Day events have been registered in 46 states and Washington, D.C., on walkbiketoschool.org. And the total number of events is expected to grow as celebrations continue throughout May, which is National Bike Month. Coordinated by the National Center for Safe Routes to School, Bike & Roll to School Day is part of the movement for year-round safe routes to school and encourages walking and rolling to school as healthy ways for kids and families to make their school commutes.

“Communities from coast to coast are joining together to celebrate the benefits and joys of active mobility, while bringing attention to the need for more places to safely walk, bike and roll,” said Nancy Pullen-Seufert, Director of the National Center for Safe Routes to School. “It’s so inspiring to see how Bike & Roll to School Day events can encourage lasting change. And we’re so happy to be part of that effort – and the fun, too!”

The National Bike & Roll to School Day media event will take place in Washington D.C.’s Capitol Hill neighborhood. At the event, local and national officials and partners, including representatives from the National Highway Traffic Safety Administration and FIA Foundation, will gather with event organizers, students, parents and school officials from more than 15 schools.

To support promotion of active travel throughout the school year, the National Center for Safe Routes to School, LaScoota and Magneto teamed up for a promotional partnership in celebration of Bike & Roll to School Day 2022. Schools that register an event online are entered into a giveaway for either a fleet of 30 LaScoota scooters and helmets or a Magneto skateboard and helmet package for the school.

See complete giveaway rules and details, including how to get discounts on LaScoota scooters and Magneto skateboards, at www.walkbiketoschool.org/2022BikeRollgiveaways. Three percent all sales generated through these Bike & Roll to School Day promotions will be donated to Variety - the Children’s Charity of Southern California, which helps provide adaptive mobility equipment and opportunities for children with special needs.

To learn more about Walk & Roll and Bike & Roll to School Day events, visit walkbiketoschool.org.

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About the National Center for Safe Routes to School

Established in May 2006, the National Center for Safe Routes to School, part of the UNC Highway Safety Research Center, helps support communities in changing their culture to support safe and active travel. As the coordinating organization for Walk & Roll to School Day held every October, Bike & Roll to School Day held each May and the Vision Zero for Youth initiative, the National Center provides technical support, coordinates online registration, develops resources, and facilitates worldwide promotion and participation. For more information, visit walkbiketoschool.org.