



Press Release

1111 Broadway, Suite 800
Oakland, CA 94607
510.208.7400
www.AlamedaCTC.org

FOR IMMEDIATE RELEASE

May 3, 2021

CONTACT: Maisha Everhart, Director of Government Affairs and Communications

P: 510.208.7475

E: meverhart@alamedactc.org

W: www.AlamedaCTC.org

Alameda County Schools Participate in the Virtual “Bike to the Moon” Week

Students virtually celebrate May Bike Month by tracking the minutes and miles spent bicycling and on other physical activities with the goal of reaching the moon—almost 287,000 miles!

ALAMEDA COUNTY, Calif. – During the week of May 10 through May 14, schools throughout Alameda County will participate in “Bike to the Moon” Week. This county-wide event is organized by the Alameda County Transportation Commission’s (Alameda CTC) Safe Routes to Schools (SR2S) Program. This virtual event aligns with Safe Routes’ mission of striving for healthy kids, safer streets and strong communities.

Students, families, teachers, school administrators, and other school staff are encouraged to digitally track their miles and minutes of activity during this week-long collaborative event. Participants will submit their activities, and those submitted by 5:00 p.m. on May 17 will be converted to “moon miles.” These moon miles will count towards the goal of collectively “biking” 286,900 miles—the distance to the moon. Participants are encouraged to participate from their own homes and neighborhoods and to use a wide variety of active and shared transportation modes for the chance to receive participation incentives.

Traditionally, the keystone event for Bike Month is Bike to School Day during which students and families are encouraged to bicycle to school. “Bike to the Moon” Week continues the bicycling celebration and mission of supporting school



communities in reducing pollution and congestion, being active and healthy, and building community. This virtual event creates a way for students and families to continue to celebrate Bike Month in a way that complies with coronavirus-related shelter-in-place orders.

During the event, the media can monitor the participants' collective progress to the moon on social media. The Alameda County Safe Routes to Schools Program will provide the following information daily:

- Number of schools participating
- Number of students participating
- Number of "moon miles" traveled

Visit the [Alameda County SR2S Facebook](#) and [Alameda County SR2S Twitter](#) to follow the event hashtag, #IBikedToTheMoon, and to stay up-to-date on the moon miles traveled and participation numbers. Schools will not be physically participating in this event; therefore, there will not be opportunities for in-person media coverage or live coverage of the event, aside from the metrics posted on social media. Visit [the Alameda County Safe Routes to Schools Program's "Bike to The Moon" Week event webpage](#) and the [Media Toolkit](#) for more information and to promote this non-competitive event.

About the Alameda County Transportation Commission

The Alameda County Transportation Commission (Alameda CTC) coordinates countywide transportation planning and delivers essential, voter-supported transportation improvements in every city throughout Alameda County. Alameda CTC administers the county's Safe Routes to Schools Program and provides most of its funding through the voter approved transportation sales tax Measures B and BB, which were approved by 81.5 percent of county voters in 2000, and more than 70 percent of voters in 2014, respectively. Visit [Alameda CTC's website](#) to learn more, and follow Alameda CTC on [Facebook](#) and [Twitter](#).

About Alameda County Safe Routes to Schools

Safe Routes to Schools is a comprehensive and effective approach to getting more kids biking, rolling, and walking safely to school. It provides kids and their parents with skills, encouragement, and inspiration through a range of activities, events, and lessons, while also addressing local pedestrian, bicycle and personal safety concerns. Operating since 2006, the Alameda County Safe Routes to Schools Program is funded in part by Alameda CTC with Alameda County's local Measure B and Measure BB sales taxes, and regional, state, and federal funds, serving more than 250 schools throughout the county. Visit the [Safe Routes to School website](#) to learn more.

#