

Media Release

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For Immediate Release

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SCUSD hosts Halloween-themed pedestrian safety fair on Friday

Early morning event will feature kids in costumes, 'Pete Walker' safety mascot, bike helmet giveaway

October 28, 2015 (Sacramento): Will C. Wood Middle School students will be treated to a fun, Halloween-themed safety fair on Friday morning – an event that will close Walk and Bike to School Month for SCUSD.

Co-hosted by the state Office of Traffic Safety, the fair will feature Pete Walker, a California safety mascot who has appeared on billboards and bus ads throughout October. Walker wears a costume made of car parts and promotes the message “Pedestrians Don’t Have Armor.” The school will have a “selfie station” for students in costume to take photos with Pete Walker.

Sacramento Police Department also has donated 25 bike helmets for students who cannot afford them. WalkSacramento will be on hand with information about safe routes to school.

“We are so grateful to our partners in safety for helping us educate students about the dangers of walking and biking on busy streets,” said SCUSD Superintendent José L. Banda. “With Halloween on Saturday, messages about safe walking and biking are even more important as we anticipate our students trick or treating after the sun goes down.”

Will C. Wood is located along the heavily trafficked, four-lane 65th Expressway, which many students must cross to get to school. Ensuring students arrive to school safely is among the top concerns of the school’s leadership team.

- **WHAT:** Halloween Eve Pedestrian Safety Fair
- **WHEN:** 7:30 a.m. on Friday, October 30
- **WHERE:** Will C. Wood Middle School, 6201 Lemon Hill Ave., Sacramento, CA 95824
- **WHO:** “Pete Walker,” SCUSD Superintendent José L. Banda, Principal Tuan Duong

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