



5735 47th Avenue Sacramento, CA 95824 (916) 643-9042 (916) 643-9049 FAX

For Immediate Release

Contact: Gabe Ross
(916) 643-9145
gabe-ross@scusd.edu

Crocker-Riverside students will go toe-to-toe to win coveted ‘Golden Sneaker’ on Wednesday

Land Park elementary school will wage healthy competition on International Walk to School Day

October 3, 2016 (Sacramento): At Crocker-Riverside Elementary School in Land Park, International Walk to School Day is more than just a chance to enjoy morning air and exercise: It’s a chance to win a “Golden Sneaker.”

Years ago, the school began using a spray-painted sneaker as incentive for participation in Walk to School Day. The class with the highest percentage of participants gets to house the sneaker for a year.

Principal Daniel McCord says students love the competition. “They really go all out to win that trophy,” he says. “It’s a fun challenge and all the students win because they all get a chance to get out of the car and experience the health benefits of walking.”

International Walk to School Day, started in 1997, is aimed at raising awareness of healthy lifestyle choices and pedestrian safety on busy city streets. It is a global event that involves communities from more than 40 countries walking and biking to school on the same day. Thousands of schools across America – from all 50 states, the District of Columbia, and Puerto Rico – participate every October.

In SCUSD, many schools will be participating as part of Green Week (October 3-8), which ends Saturday in campus clean-ups for Green Apple Day of Service.

But only one school gives out the Golden Sneaker. “It’s silly but it’s an effective way to encourage kids,” says McCord.

- **WHAT:** International Walk to School Day
- **WHEN:** 8:40 a.m. on Wednesday, October 5
- **WHERE:** Crocker-Riverside Elementary School, 2970 Riverside Blvd., Sacramento 95818

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