

PRESS CONFERENCE INFORMATION
Safe Routes to School Conference 2009
On Site Press Conference

9:45am Thursday August 20
Portland Hilton Grand Ballroom

The following keynote speakers will be available for interviews:
Joseph Toole, Federal Highway Administration
Richard Jackson, M.D., M.P.H., UCLA
Rex Burkholder, Metro, Portland

Call Scott Yelton 503-752-3824 for phone interviews.

**Portland hosts Safe Routes to School National
Conference August 19-21**

*Environmentalists, health practitioners, traffic experts, schools
officials, city planners and others converge to get children
walking and biking again*

August 19, 2009

Portland OR-- The second [Safe Routes to School Conference](#), promoting walking and biking to school takes place in Portland, Oregon on August 19-21, 2009. Themed "Two Steps Ahead," the national conference will highlight how Safe Routes to School programs are changing the habits of an entire generation and keeping thousands of families ahead of health, traffic safety, and environmental concerns.

"A simple intervention like walking to school is a climate change intervention, an obesity intervention, a diabetes intervention, a safety intervention," said conference keynote speaker Dr. Howard Frumkin of Atlanta's Center for Disease Control in an Associated Press interview about climate change and public health.

Over 500 people registered for the Safe Routes event which will bring together bicycle and pedestrian advocates, health providers, transportation experts, urban planners and others to address issues from the childhood obesity epidemic to urban sprawl. Biking and walking can reverse those trends. Funding is available for everything from infrastructure changes to helmet fitting. Since 2005, over \$350 million of federal money has been awarded to states for Safe Routes to School programs.

Speakers from across North America and beyond include Joseph Toole of the Federal Highway Administration, Ton Daggars of Utrecht, Netherlands who promotes bicycling in Europe and Latin America, Deb Hubsmith, founding director of the Safe Routes to School National Partnership, and Lauren Marchetti of the National Center for Safe Routes to School.

The conference offers interactive training, hands-on events, and a dance party featuring the Greasy Chain String Band. Walkable, bike-friendly Portland will be showcased in twelve mobile workshops. A fleet of bicycles is available for participants to rent at a low cost.

The conference is presented by the [National Center for Safe Routes to Schools](#) and the [Safe Routes to School National Partnership](#). Portland non-profit [Bicycle Transportation Alliance](#), is coordinating the event.

A press conference is scheduled for 9:45am Thursday August 20 in the Hilton Grand Ballroom. Call-ins welcome.

Details: www.saferoutesconference.org

Contact:

[Scott Yelton](#)

Bicycle Transportation Alliance

Marketing Manager

503-226-0676 x27

503-752-3824 mobile

[Lillian Karabaic](#)

Bicycle Transportation Alliance

Events Coordinator

503-226-0676 x11