



East Baton Rouge Parish School System
1050 S. Foster Drive, Baton Rouge, LA 70806
Phone (225) 922-5400 FAX (225) 226-7900
www.ebrschools.org

MEDIA CONTACT:

Sonya T. Gordon, APR
Public Information Officer,
Department for Communications
& Community Engagement
(225) 922-5611 office
(225) 328-4763 cell
sgordon@ebrschools.org

Media Advisory

FOR IMMEDIATE RELEASE:

October 1, 2008

What: International Walk to School Day

When: 3:25 pm Wednesday, October 8

Where: Buchanan Elementary School, 1222 E. Buchanan St.
(225) 343-4585

Look both ways before crossing the street. When walking along a street, remain on the sidewalk. Do not talk to strangers. It's rules like these and more that students will be learning **Wednesday, October 8, at Buchanan Elementary School. At 3:25 pm, the school's students and parents / volunteers will participate in International Walk to School Day** by accompanying students who walk home.

Organized locally by **Safe Kids Baton Rouge at Buchanan Elementary**, this special day will include anyone who would like to participate in teaching safe pedestrian behaviors and escort children from school to home.

Pedestrian injury is the second leading cause of injury-related death for children ages 5-14. Each year nationally, close to 600 child pedestrians are killed. To combat this national problem, Safe Kids Worldwide and sponsor FedEx Express developed **Safe Kids Walk This Way**, a multifaceted project designed to enhance safety for children walking to and from school. The International Walk is part of this program.

For more information or to participate, contact Crystal Pichon, community outreach coordinator, at (225) 282-3282 or cpichon@safetylca.org or contact Principal Patrice Hudson at the school, (225) 343-4585.

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