

News Release

Month, Day, Year

Insert your logo here

Media Contact: Your name, your phone number

Kick up Your Heels: Your Organization Name Announces Name of Your Competition to Encourage Your City/County Citizens to Walk or Bike to Work

[This is written for a walk/bike competition. Modify and add information, as appropriate, to include other types of alternative transportation if they will be included in your competition]

Your City/County, ID – Do you sit all day at work, then sit again in the car on the way home? Now is the time to kick up your heels, kick the commuting habit, and try walking or biking to work.

Your Organization Name is sponsoring Name of Competition, a competition to encourage people to try walking or biking to work and to reward those who already do.

Name of Competition will last for the month of Month and rules are simple:

- Anyone 16 or older living in Your City/County is eligible to participate.
- Pick up an entry form at XXXX or download a form from XXXX.
- Record the number of days you walked or biked to work in Month on your entry form. Specific instructions are printed on the entry form.
- Return your entry form to XXXX by DATE.
- Contact XXXX at XXXX with questions.

[These rules are given as examples; use what is appropriate and change/delete/add others as necessary.]

Everyone who participates will be entered in a drawing for List Prizes Here.

Each person will be entered in a drawing based upon the number of days he or she walked or biked to work during the month. "For example, if person A walks to work one day during the month, he will have one entry into the drawing; if person B bikes to work six days, she will have 6 entries," explains Name of your organization's president, director, or chair [be sure to get approval first]. "So, the more days you walk or bike, the better chance you have of winning."

"Walking and biking are great forms of exercise, plus they can relieve stress and save you money," states Last Name. "In addition, they provide benefits to our community by taking cars off the roads and decreasing air pollution. Name of Competition is designed to encourage people to try walking or biking to work, and to thank those that already do, through a little friendly competition."

"Try biking or walking during Month for the chance to win XXXX; you never know, you may just decide you want to keep it up all year," summarizes Last Name.

END