

October 2, 2007



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## MEDIA ADVISORY

### Safe Kids Hosts Local Event To Celebrate International Walk to School Day

- WHO:** Safe Kids Shawnee County, Ross Elementary School, and District 501 Campus Police
- WHAT:** *To celebrate International Walk to School Day, school children from Ross Elementary will walk to school together to reinforce pedestrian safety.*
- WHEN:** Wednesday, October 3, 2007  
7:45 a.m.
- WHERE:** Walk will begin at First Free Methodist Church at 3450 SE Indiana and will end at Ross Elementary, 1400 SE 34<sup>th</sup> Street.
- WHY:** Pedestrian injury remains the second leading cause of unintentional injury-related death among children ages 5 to 14. Each year, more than 658 children ages 14 and under die nationwide from pedestrian-related injuries. Safe Kids activities on International Walk to School Day are designed to help educate children and families about the importance of pedestrian safety and the benefits of walking and biking to school.

Safe Kids Kansas, Inc. is a nonprofit Coalition of 67 statewide organizations and businesses dedicated to preventing accidental injuries to Kansas children ages 0-14. Local coalitions and chapters are located in Allen, Anderson, Atchison, Clay, Coffey, Dickinson, Doniphan, Douglas, Elk, Ellis, Finney, Ford, Franklin, Geary, Jackson, Jefferson, Johnson, Labette, Leavenworth, Marion, Marshall, McPherson, Meade, Mitchell, Montgomery, Nemaha, Osage, Pottawatomie, Republic, Rice, Riley, Saline, Smith, Shawnee, Wabaunsee, Wilson and Woodson Counties, as well as the cities of Chanute, Emporia, Leavenworth, Norton, Pittsburg, the Wichita Area and the Metro Kansas City Area. Safe Kids Kansas a member of Safe Kids Worldwide, a global network of organizations whose mission is to prevent accidental childhood injury. The lead agency for Safe Kids Kansas is the Kansas Department of Health and Environment. For more information visit [www.kansassafekids.org](http://www.kansassafekids.org).

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