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**FOR IMMEDIATE RELEASE**

**Frank Rushton Elementary in KCK to celebrate new sidewalk on International Walk to School Day**

Kansas City, Kan., October 7, 2015 – Frank Rushton Elementary in the Rosedale area of KCK will join schools from around the world to celebrate International Walk to School Day on October 7.

But this year International Walk to School Day isn't just a great reason to get active. It is also a day to celebrate the new Mission Road sidewalk.

What was recently a dirt path created by years of children and families walking to Frank Rushton Elementary and Rosedale Park is now a brand new sidewalk. The Mission Road sidewalk spans from 43<sup>rd</sup> Avenue and 40<sup>th</sup> Terrace, near Belrose Manor.

"This is an essential route for many children and families to get to school," Heidi Holliday, executive director of Rosedale Development Association (RDA), said. "After years of advocacy, we are so excited to see this progress."

Former Unified Government of Wyandotte County and Kansas City, Kan., Commissioner John Mendez allocated CNIP funding to the Mission Road sidewalk in 2013. This summer construction began on the project and the sidewalk was recently completed.

To celebrate the completion of the Mission Road sidewalk and International Walk to School Day, RDA will conduct a ribbon cutting for the sidewalk. After the ribbon cutting, teachers, parents, students and RDA staff members will walk with the Frank Rushton Walking School Bus on its way to school.

"Our students enjoy walking with each other," said 3rd grade teacher Peter Wetzl about the walking school bus. "Our route centers around an apartment complex which feeds into our school, so many of our walkers are neighbors. Many parents of participants have become participants themselves, building friendships with one another and increasing our sense of community in the neighborhood."

For additional information about International Walk to School Day, please visit [www.iwalktoschool.org](http://www.iwalktoschool.org).

To learn more about Rosedale Development Association, please visit [www.rosedale.org](http://www.rosedale.org).

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### **About Rosedale Development Association:**

Rosedale Development Association (RDA) is a 501(c)3 not-for-profit community development corporation, serving the Rosedale area of Kansas City, Kan. and Wyandotte County. RDA's mission is to work in partnership with residents, businesses and institutions to build a strong, healthy community and to improve the quality of life for those who live, work and play in Rosedale. To learn more about RDA and how to get involved, call 913- 677-5097 or visit [rosedale.org](http://rosedale.org).

### **About International Walk to School Day**

- Walk to School Day was established in the United States in 1997 by the Partnership for a Walkable America. Canada and Great Britain already had walk to school programs in place. In 2000, these three countries joined together to create International Walk to School Day.
- In May 2006, the National Center for Safe Routes to School was established to assist communities in enabling and encouraging children to safely walk and bike to school.
- The National Center for Safe Routes to School serves as the national coordinating agency for Walk to School activities in the United States.
- Walk to School Day began as a simple idea – children and parents, school and local officials walking to school together on a designated day. It is an energizing event, reminding everyone of the simple joy of walking to school, the health benefits of regular daily activity, and the need for safe places to walk and bike. Schools focus on health, safety, physical activity and concern for the environment.
- Organizations supporting International Walk to School Day in the United States include America Walks, the Centers for Disease Control and Prevention, the U.S. Environmental Protection Agency, the Federal Highway Administration, the Institute of Transportation Engineers, the National Center for Safe Routes to School, the National Highway Traffic Safety Administration, Safe Kids Worldwide, and the Safe Routes to School National Partnership.