



North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

FOR IMMEDIATE RELEASE

October 5, 2010

Contact:

Heather Willden
210-407-0040
817-360-7807 (cell)

MEDIA ADVISORY

What: Cibolo Green Elementary School will join schools from around the world to celebrate International Walk to School Day by encouraging students to walk to school.

Who: Students will walk to school with the principal, assistant principal, parents, teachers, NEISD Transportation Executive Director Nolan Anderson and NEISD Safety Department Executive Director.

When: October 6, 2010, 7 a.m.

Where: START: Cibolo Canyons Amenity Center, 3650 TPC Parkway
END: Cibolo Green Elementary School, 24315 Bulverde Green

Media will need to check-in with school staff at the walk. School staff will be able to identify students with permission to be filmed / photographed / interviewed.

Why: Walk to School events help create safer routes for walking and bicycling and emphasize the importance of issues, such as increasing physical activity among children, pedestrian safety, traffic congestion, concern for the environment and building connections between families, schools and the broader community. The Cibolo Green Parent Teacher Association "Champions of the Environment" committee organized this event.

Visuals: Students and school staff will walk as a large group to school.

More: A simultaneous walk starting from the Bulverde Village Community Center will also be held. As both walking groups arrive at the school, they will be greeted by parent volunteers and Safety Patrol students. Students will also receive 'Frequent Walker' punch cards.

Directions to Amenity Center, from Cibolo Green Elementary School: Travel south on Bulverde Green toward TPC Pkwy. Turn Right onto TPC Pkwy. Amenity Center will be first Left.

View this online at www.neisd.net/ComRel/MediaCenter.html.

About NEISD:

North East ISD has more than 70 schools and magnet programs with an expected fall 2010 enrollment of more than 66,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, 87 percent of NEISD schools are rated Exemplary or Recognized. The district earned Recognized for the third year in a row.

More information about NEISD can be found at www.neisd.net.