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MEDIA ADVISORY/PHOTO OPPORTUNITY:

Safe Kids Allegheny County and FedEx Promote Safe Walking for Local Children on International Walk to School Day

WHAT: [Safe Kids Allegheny County](#), of which [Children's Hospital of Pittsburgh of UPMC](#) is the lead agency, will join local teens, [FedEx](#) volunteers and community leaders from Allegheny County to raise awareness about teen pedestrian safety on [International Walk to School Day](#). Volunteers will teach teens how to be safe pedestrians as they walk to and from school.

Students from Riverview School District will celebrate International Walk to School Day by attending educational assemblies and a community walk at Riverview Junior/Senior High. This is the 16th year of the program and the partnership with FedEx.

More than 250,000 children across the United States and nearly three million around the world will participate in the annual event to learn about walking safely and to encourage the creation of safe walking environments.

WHO: Safe Kids Allegheny County representatives, Children's Hospital and FedEx volunteers, students, parents, teachers, and administrators from Riverview School District, Oakmont Police

WHEN: 1:30 p.m., Wednesday, Oct. 7

WHERE: Riverview Junior/Senior High School, 100 Hulton Road, Oakmont, PA 15139

WHY: According to the National Highway Traffic Safety Administration's 2013 Traffic Safety Facts Report, show that 444 kids were killed in 2013 after being hit while walking. And 16,000 more were injured; that's 44 children hurt every day. Safe Kids Allegheny County and FedEx are working together to raise awareness, promote pedestrian safety, create safer routes for walking and bicycling, and emphasize the importance of increasing physical activity among children.

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About Safe Kids Allegheny County

Safe Kids Allegheny County works to prevent unintentional childhood injury, the number one cause of death for children in the United States. Its members include health and safety experts, educators, police officers, corporations, foundations, government agencies and other volunteers. Safe Kids Allegheny County is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing unintentional injury. Safe Kids Allegheny County was founded in 2005 and is led by Children's Hospital of Pittsburgh of UPMC.