

## **Walk 'n Rollers Hosts Bike, Walk, Skate and Scoot Festival to Celebrate 10 Year Anniversary**

*March 19 Free Outdoor Event to be Held at The Wende Museum in Culver City; Sponsors Include Pocrass & De Los Reyes LLP, Culver City Rotary Foundation, The Culver Studios, Sony Studios, and Micro Kickboard*

Culver City, CA – January 31, 2022 – Walk 'n Rollers (<http://walkmorebikemore.org>), a non-profit organization empowering children to bike, walk, skate and scoot to and from school more often, today announced a festival to celebrate its 10-year anniversary. The free, family-oriented outdoor event starts at 11 A.M. on March 19 at The Wende Museum in Culver City. It will feature activities and exhibitions such as bike skills workshops, group rides, BMX and pro scooter showcases, roller skating demos, and more. Sponsors include Pocrass & De Los Reyes LLP, Culver City Rotary Foundation, The Culver Studios, The Wende Museum, Sony Studios, Micro Kickboard, Prevelo Bikes, Automobile Club of Southern California (AAA), and Alta Planning + Design. For information about sponsorships, volunteer opportunities or donations, visit: <http://walkmorebikemore.org/10th-anniversary-celebration>.

Activities, entertainment, and food are complimentary at the Walk 'n Rollers 10-Year Anniversary Festival. Registration is required in advance. Guests will view or participate in:

- BMX and pro scooter showcases by BMX Freestyle
- Roller skating demos, lessons and dance party
- Bike distribution to kids from local Boys and Girls Clubs via Walk 'n Rollers Adopt-a-Bike program
- Bike skills course for children to learn about safety through helmet fitting, start-stop exercises, road vision and awareness, and bike handling and control
- Bike repair services provided by expert mechanics to ensure bicycle road-readiness
- Test-rides for electric bikes, cargo bikes, scooters and more
- Family rides with instructor-led groups to explore Silicon Beach and Downtown Culver City
- Docent-led walking tours to Ballona Creek with discussion on watershed sustainability by Ballona Creek Renaissance
- Live art exhibits by area high school students

Walk 'n Rollers is a 501(C)3 non-profit organization working with government agencies, school districts and urban planning/environmental engineering firms in Los Angeles, Orange and Riverside counties. It engages local communities, including children and parents, to safely and responsibly use alternative modes of transportation.

“Originating from a monthly walk-to-school event, Walk 'n Rollers has blossomed as a partner to local communities by creating programs that encourage active lifestyles, increase safety and reduce pollution,” said Jim Shanman, founder and executive director, Walk 'n Rollers. “By providing children with education to walk or bike to school responsibly, local governments and schools are building towards a future where people are healthier because they are getting exercise while reducing reliance on cars.”

The increasing amount of cars driving around school children is a problem. On typical weekdays, numerous cars occupy the streets around schools during opening and dismissal. In the U.S., 13% of school-aged children walk or bike to school, compared to 50% in 1970. Furthermore, 25% of morning congestion is due to school traffic. Having children walk and bike to school more is one way to address these challenges while also helping the environment.

Walk 'n Rollers implements city-wide Safe Routes To School programs, a series of events aimed at training children on various methods to travel locally without cars. It regularly hosts educational events including Pedestrian and Bike Skills Workshops, Bike Repair Days, and Group Rides. Throughout its ten-year history, the organization has also collaborated with organizations such as Southern California Association of Governments (SCAG), Metro, CicLAvia, Rails to Trails Conservancy, National Parks Service and Los Angeles County Bicycle Coalition (LACBC).

**About Walk 'n Rollers**

Walk 'n Rollers (<http://walkmorebikemore.org>) is a 501(C)3 non-profit organization focused on Safe Routes to School programming. Utilizing various activities including Kids Bike Skills Workshops, open streets events, walk audits and more, Walk 'n Rollers has worked with government agencies, school districts and urban planning/environmental engineering firms on programs in Los Angeles, Orange and Riverside counties.

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**Contact:**

Anthony Loreda

[anthonyloredo@gmail.com](mailto:anthonyloredo@gmail.com)

917-573-4157