**  *News Release***

For release: DRAFT Contact: Drew Snider

604-453-3054

***Kids Ride Free – Oct. 3-7***

*TransLink supports* ***International Walk to School Week!***

**International Walk to School Week (iWalk)** –the annual time for young people to discover how to get around on foot or on transit – returns **October 3-7, 2011.** During that time, children from kindergarten through Grade 12 will be able to ride free on transit (the free rides are available only to kindergarten and elementary school children and high school students with a valid GoCard). The free rides are part of an ongoing commitment TransLink has made in support of **iWalk.**

**“iWalk** is an opportunity for our young people to explore alternatives to private autos,” says TransLink CEO Ian Jarvis. “It’s a great time for schools to educate kids about transportation options, both talking about them and experiencing them and TransLink is excited to support it in any way we can.”

In past years, schools have taken advantage of **iWalk’s** free transit to take students on field trips. But it’s important to remember that TransLink provides over 1.2 million trips each day, so we would ask teachers to consider some helpful tips:

1. **It’s all about timing:** go during “off-peak” hours – between **9:30am and 2:30pm**
2. **Do your homework:** Use TransLink’s online resources including the **Trip Planner** <http://tripplanning.translink.ca> or **Google Transit**. Planning the trip could be a fun class project in itself.
3. **Do more homework**: find out what other teachers in your school are planning trips at the same time and what route(s) they plan to take.
4. **A class divided? –** If your school is inan area with a relatively high frequency of bus service – or you plan to use SkyTrain,consider splitting the class, with one group taking the following bus or train.

For our regular customers, TransLink would like to encourage everyone to be patient and welcoming towards these new transit users. TransLink is looking forward to International Walk to School Week, and the opportunity to help train up another generation of TravelSmart kids.

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