

Calling All Walking Models!

You could be a local star! The Alameda County Transportation Improvement Authority (ACTIA) needs local pedestrians to serve as models for its new walking promotional campaign tentatively titled “Get Strolling.” This campaign will be similar to our county’s Bike-to-Work Day promotional campaign – “Get Rolling” (see attached promotional piece).

Photo Shoot Details

WHEN: Friday, March 5 7 a.m. to 11 a.m. (models are not needed for the entire time)

WHERE:

7 a.m. at Lafayette Square in Oakland (11th Street between MLK and Jefferson Street at bus stop area)

8:30 a.m. at Preservation Park (12th Street between MLK and Castro Street)

10:00 a.m. at Old Oakland Farmers Market (9th Street between Clay and Broadway)

(The locations were selected to generally represent all parts of the county.)

WHAT: You will be photographed depicting walking in various forms – commuting, shopping, talking with friends and family – all while walking. You also could be used in the background of some photos. The promotional campaign is a Countywide effort.

WHO: Diverse group of pedestrians representing the full range of age, body type, abilities and ethnicities in Alameda County. Please feel free to bring a friend, your parents, grandparents or kids! Interested pedestrians need not stay the entire time, and will be scheduled at one or two of the above locations.

HOW: Walk with other interested individuals (or with your friends/family that you brought), laugh, smile and have fun!

WHY: Walking is part of the solution to global warming, obesity, health issues and income disparities. We want to help inspire people in Alameda County to walk.

Please RSVP to me by Thursday, February 25 with the following information:

- Availability within the above timeslots
- Ethnicity
- Age (kid, young adult, middle age or senior)
- Descriptions of friends/family who you may bring

Please feel free to contact me with questions anytime using the below information.

Thank you.

Regards,

Gail

Gail Payne

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Learning today.



GET ROLLING

