Worksheet 3.2

COMMUNICATION Asset: Press release

FOR IMMEDIATE RELEASE:

Contact: [First, Last]

[Title]

[Organization]

[phone number | email]

**TEMPORARY BICYCLE AND PEDESTRIAN IMPROVEMENTS AT [LOCATION]**

*[Organization’s] [event tagline] to demonstrate infrastructure enhancements*

**[Location, CA] (Month, Date, Year)** –

[Organization]’s event, [Tagline], is a pop-up safety demonstration, in partnership with Southern California Association of Governments (SCAG) *Go Human*campaign and other local organizations. The event will be held on [Date, time, and location].

The [event] uses SCAG’s *Go Human* Kit of Parts to build infrastructure enhancements such as [Kit of Parts Elements e.g. parklets, buffered bicycle lanes, artistic crosswalks, and curb extensions]:

* Parklets provide curbside seating by extending the sidewalk to create more space to eat, relax, and hang out.
* Buffered Bicycle Lanes or Separated Bike Lanes create more space between motorists and people on bikes, providing a safer and more comfortable environment for roadway users.
* Artistic Crosswalks help create a unique sense of place and city identity.
* Bulb-outs or Curb Extensions make crossing the street shorter and easier.

“[Quote from high-ranking staff/ official]”

 “[Quote from high-ranking staff/ official]”

Community organization partnerships with [community organization 1, community organization 2, community organization 3, etc.] are [description of participation at the event].

[Organization] received funding from SCAG’s *Go Human*campaign, which seeks to reduce traffic collisions and encourage more walking and biking throughout Southern California.

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