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Champaign-Urbana Public Health District

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New Program to Promote Health and Sustainability by Encouraging Kids to Walk and Bike to School

Champaign-Urbana Public Health District and C-U Safe Routes to School to Help Kick-Off Pilot Program in Urbana

Champaign, IL – The Champaign-Urbana Public Health District (CUPHD), in partnership with C-U Safe Routes to School, is set to help the Urbana Middle School kick-off a new voluntary program that promotes health and sustainability by encouraging kids to walk and bike to school through Boltage.

Boltage is a program that combines technology with incentives to encourage children to walk or bike to school and is geared towards changing habits. Children who participate in the program will receive a ZapTag and will pass under a solar-powered RFID (radio frequency identification) reader when they walk or bike to school. When children pass under the reader, a unique number is transmitted from the tag and is uploaded via the internet. The school can then run activity reports and reward the participants with items such as wristbands, stickers or even public recognition.

Students interested in participating in the Boltage program are encouraged to attend the Boltage Kick-Off Party on Thursday, April 25, 2013 from 3:45-4:30 PM at the Urbana Middle School in classroom 1510. Parents are also encouraged to come for additional information. This one-month pilot program will begin May 1 and will focus on biking to school.

To pick up a ZapTag and register your child for the program, go to <https://my.boltage.org/pub/register>. For additional information, visit www.boltage.org or contact Whitney Hayes at 217-531-2913 or Erin Lodes at elodes@usd116.org.

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