

NEWS EVENT
October 1, 2013

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Pedestrian Safety Advocates Hold “Walking Day of Action” Across Los Angeles

Los Angeles Walks hits the streets in superhero costumes to playfully protect pedestrians

Los Angeles, October 1 —Los Angeles Walks, a pedestrian safety and advocacy organization, will hit the streets for a Walking Day of Action on Tuesday, October 1 to bring attention to L.A. walkers and help make walking safe, accessible and fun for all Angelenos.

Dressed in superhero costumes, volunteers will be assisting pedestrians at three different intersections by keeping crosswalks clear and calling out inconsiderate motorists, as well as providing shade, treats and comfort to walkers. Inspired by Peatonito, the masked defender of pedestrians in Mexico City, Los Angeles Walks is using humorous and visible tactics to help provide an exceptional pedestrian experience for the walkers of L.A.

“As Peatonito says, we will ‘take to the streets ...to reclaim justice for the king of the streets: the pedestrian,’” says Los Angeles Walks executive director Deborah Murphy. “We all all pedestrians, so this is for everyone. Every driver is a pedestrian when they get out of their car, every transit rider is a pedestrian when they get off the bus, every cyclist is a pedestrian when they get off their bike.”

The October 1 Walking Day of Action is the first of many planned events during the month of October, which advocates have renamed Walktober as part of a national movement. Other events include a “WalkLAvia” during CicLAvia on October 6, Walk to School Day on October 9, and walking tours in different neighborhoods during each weekend of the month. Details at losangeleswalks.org

Photo Opportunities & Media Event Details

What: Walking Day of Action & Walktober Kick-Off

Photo & Video Opportunity: Volunteers dressed in superhero costumes assisting pedestrians and providing an exceptional walking experience for all.

When: Tuesday October 1, 2013

Where: 8:00 a.m. – 10:00 a.m.: Hollywood and Vine, Hollywood
11:00 a.m. – 1:00 p.m.: 7th and Alvarado, MacArthur Park
3:00 p.m. – 5:00 p.m.: 7th and Flower, Downtown

Event Contact: **Deborah Murphy 213.706.9583 (cell)**

Los Angeles Walks is a volunteer-supported pedestrian advocacy group that makes walking safe, accessible and fun for all Angelenos. For more information: losangeleswalks.org

