



WalkBoston

walk to the DNC

THE OPPORTUNITY

Thousands of delegates will attend the July Democratic National Convention (DNC) in Boston. This is a splendid opportunity to feature Boston as a pedestrian-friendly and walkable city, and to highlight the transportation, environmental, and health benefits of walking.

THE CHOICE

Our focus is on the leaders and delegates attending FleetCenter events. Each day, delegates will make a transportation and health choice: take a shuttle bus, taxi, the MBTA, or walk to the FleetCenter. To influence their choice, WalkBoston and our partners are encouraging walking as the most reliable, efficient, and healthiest transportation mode available. Former Massachusetts Governor Michael Dukakis and other high-profile leaders will lead the walks to the convention.

THE VALUE

Walking is safe, simple, enjoyable and a reliable transportation mode to get to the Fleet Center. Walking addresses the national epidemic of physical inactivity, creates vibrant communities, a cleaner environment, and reduces dependence on foreign oil.

THE ROUTE

On July 26 and 27 from 5–7 p.m. volunteers will be stationed at hotels and along the best walking routes to the convention. They will guide delegates and make their walk convenient, informative, and enjoyable. To do this We will:

- Distribute maps and route information in the delegate packets and at hotels
- Station T-shirt clad volunteers along the route with colorful banners to cheer and celebrate delegates
- Inform delegates of walk travel times as well as the health and environmental benefits walking
- Create a memorable walking surface illustrated with artwork drawn on the pavement by a legendary Boston artist

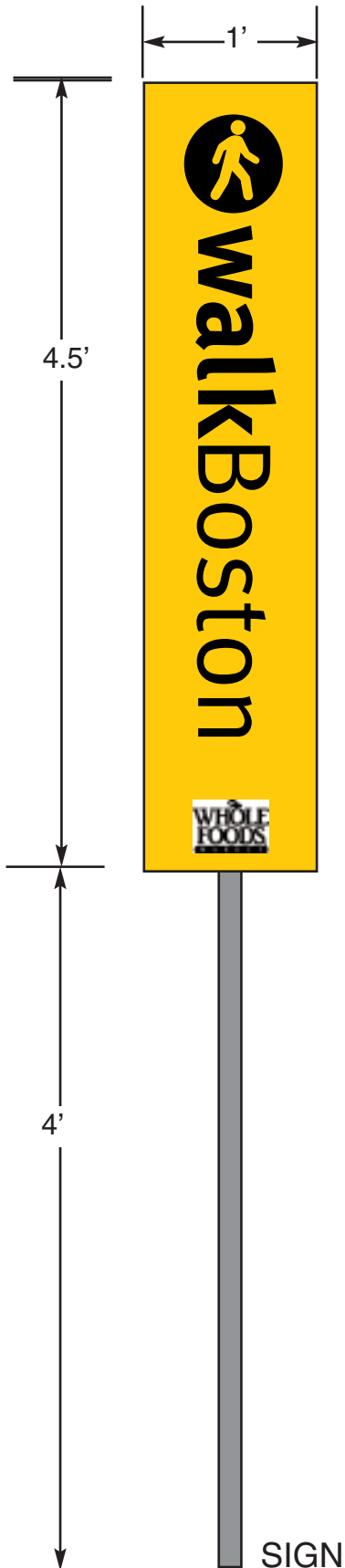
THE REASON WE ARE INVOLVED

Since 1990 WalkBoston has improved conditions for pedestrians all across Massachusetts. WalkBoston promotes walking for transportation, health, recreation and to create vital communities. We are working with the Coalition for Environmentally Responsible Conventions (CERC), the DNC Committee, Boston 2004, Boston Mayor Thomas Menino, and state and local leaders to make walking a real transportation choice for the convention.

MAKING OUR COMMUNITIES MORE WALKABLE

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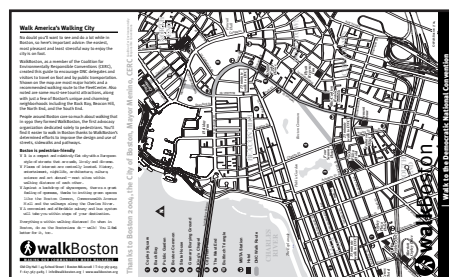
DNC walk components



VOLUNTEER T SHIRT



3"
STICKER



ROUTE MAP [for distribution]