



WalkBoston™

media advisory

WalkBoston event Wed., March 20, 2013 ideal for TV, photo and print journalists

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Interviews of experts arranged upon request by Hillary Borcharding

Press and public are invited to join Boston's premiere walking advocacy group on a VIP-led educational walk of the new North Bank walking bridge, walkways, and skateboard park that connect Boston, Charlestown and Cambridge. You've seen it from the highway, now satisfy your curiosity and become one of the first to learn all about the new bridge from the people who supported, designed, and built it. Walkers will be the first to receive a copy of our new N.Station/Charles River walking map. This map is the latest in our series of statewide walking maps, which were recently acknowledged by the White House for the innovative way the maps change people's thinking about walking.

What | Walk leaders will tell us about the challenges and opportunities leading to design and construction of our newest walkways and park.

When | Wednesday, March 20, 2013

4:00 PM | Gather at North Station MBTA entrance. Look for the big WalkBoston signs. Ambassadors wearing bright green vests will lead walkers on a one-hour, 1.5 mile, gentle walk ending in Kendall Square, Cambridge.

5:30 PM | Reception with light refreshments. All welcome.

6:00 PM | Presentation of Golden Shoe Awards to
City of Gloucester
Madison Park Development Corporation
The Barr Foundation

6:30 PM | General Manager of the MBTA Beverly Scott will present "MBTA Plans to Optimize Urban Mobility." You will have a chance to ask questions at the conclusion of her remarks.

Where | New England Research and Development Building [One Memorial Drive, Kendall Square, Cambridge] 1st floor, community meeting area. Kendall Square T stop for those coming directly

Why | **WalkBoston makes walking safer and easier in Massachusetts to encourage better health, a cleaner environment and vibrant communities.** While everyone walks, few people think about ways to make it safer, easier and more enjoyable. WalkBoston does. We play a leading role all across Massachusetts in engaging cities and towns, state agencies, residents, developers, institutions, and elected officials to work together to improve the everyday conditions for walking.

Website www.walkboston.org | To view maps visit walkboston.org/resources/maps

MAKING MASSACHUSETTS MORE WALKABLE

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