



**For Immediate Release
April 22, 2013**

Okotoks Town Council has approved the Active Transportation Communications Plan and public information campaign which will begin this month.

The implementation of the Active Transportation program will be carried out by the Active Transportation Committee with Administration's assistance.

"The Town of Okotoks is thrilled to support ways to increase awareness on the importance of physical fitness and activity in our community," said Mayor Bill Robertson.

The Okotoks Active Transportation Committee was formed in spring 2012 as an ad-hoc Committee of the Culture Parks and Recreation Committee. In May 2012 the AT Strategic Plan was presented to Council.

Active Transportation (AT) is a relatively new term that is becoming increasingly important to communities in North America. The Public Health Agency of Canada defines AT as: *"any form of human-powered transportation. It is any trip made for the purposes of getting yourself, or others, to a particular destination – to work, to school, to the store or to visit friends. As long as it is "active", you can choose the mode – walking, cycling, wheeling, in-line skating, skateboarding, etc."*

The strategic goals of the Active Transportation Committee are to inform citizens on what AT is; promote why it is important; identify barriers of AT; and recommend an operational plan which will assist the Town in future decision making.

A survey will be distributed in May to gather resident feedback on the Active Transportation opportunities available in Okotoks.

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For more information:

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