



UDOT Debuts Dynamic ‘SNAP, Walk ‘n Roll’ Musical Program to Encourage Safe Walking and Biking

Original Assembly Rocks Local Elementary Schools

SALT LAKE CITY – (Nov. 12, 2009) The Utah Department of Transportation (UDOT) recently launched an interactive assembly-meets-rock-show program to encourage elementary students to safely walk and bike to school. Presented by UDOT’s Safe Routes to School (SRTS) encouragement campaign, the Student Neighborhood Access Program (SNAP)[™], the show is already receiving rave reviews.

“This was the best informational assembly that has come to our school in 20 years,” said Mrs. Barnes, a third grade teacher at Crestview Elementary in Holladay, Utah. “The presenters held the kids’ attention with songs, movement, color and energy. This information is what I want my students to remember.”

Through original, upbeat music and a cast of larger-than-life characters, the four-member SNAP Team helps students get excited to walk and bike to school. Subjects taught include the importance of following a safe routes or “SNAP map,” how to read the traffic signs and signals, why students need safety gear and how to be safe when walking near construction.

Whether jamming with Lady SNAP, a hip-hop character who teaches traffic signs and signals, or laughing with the exuberant Sally, a girl interviewed about safe biking during her T.V. debut, students are entertained while learning important safety information. The program’s soundtrack ranges in style from pop and hip hop to country and includes messages about looking left, right and left again, wearing bright colors and obeying the rules of the road. All the messages and songs were focus grouped by five sets of elementary children and parents.

Since its September debut, nearly 10,000 students in 16 schools have participated in the 2009-10 SNAP, Walk ‘n Roll assembly, which is offered free of charge. The performance schedule has already filled through May and the show will travel to elementary schools across Utah.

For more information about UDOT’s SNAP program and to hear the SNAP, Walk ‘n Roll soundtrack visit <http://udot.utah.gov/SNAP>. A video demo of the assembly is available on the UDOT YouTube channel at <http://www.youtube.com/user/UtahDOT>. For more information on SNAP and its encouragement programs, visit www.SNAPforSchools.com or e-mail snap@SNAPforSchools.com.