Local Press Release Template

Customization note Replace all blue bracketed text with local information before distributing this release

FOR IMMEDIATE RELEASE

CONTACT: [NAME]

[TITLE / SCHOOL OR DISTRICT]

[EMAIL ADDRESS]

[PHONE NUMBER]

[SCHOOL OR DISTRICT NAME] TO JOIN NATIONAL RUBY BRIDGES WALK TO SCHOOL DAY

Students will honor Ruby Bridges' legacy through a day of dialogue, courage and community

[CITY, STATE], [DATE] - Students at [SCHOOL OR DISTRICT NAME] will join young people across the country in observing Ruby Bridges Walk to School Day this November. The school's local observance will take place on [DAY, DATE] at [TIME].

The annual observance honors the courage of civil rights icon Ruby Bridges, who was six years old when she integrated William Frantz Elementary School in New Orleans in November 1960. Her historic first steps into the school helped change the course of American history.

At [SCHOOL NAME], students will mark the day by [BRIEFLY DESCRIBE LOCAL ACTIVITIES, SUCH AS A SCHOOL ASSEMBLY, CLASSROOM CONVERSATIONS, STUDENT-LED PROGRAM, COMMUNITY GATHERING, COMMEMORATIVE WALK ON CAMPUS OR OTHER ACTIVITY].

"When I was six years old, I learned that you are never too young to make a difference," Bridges said. "Ruby Bridges Walk to School Day is not about how children get to school. It is about what they choose to stand for when they come together. I want every child to know that their voice, their courage and their choices can help build a better world."

Ruby Bridges Walk to School Day is a national day of dialogue that encourages students to reflect on Ruby's story, engage with one another and consider how they can create positive change in their schools and communities. Schools may use the occasion to explore themes including courage, kindness, empathy, inclusion, bullying, racism and the responsibility each of us has to build bridges across our differences.

Each participating school or community determines how best to observe the day based on its students, local circumstances, accessibility needs and safety policies. Participation does not require students to physically walk to school.

"[INSERT A QUOTE FROM A PRINCIPAL, TEACHER, STUDENT OR LOCAL ORGANIZER ABOUT WHY THE SCHOOL IS PARTICIPATING AND WHAT THEY HOPE STUDENTS WILL TAKE AWAY FROM THE DAY]," said [NAME AND TITLE].

Members of the media are invited to [ATTEND OR COVER] the local observance.

EVENT DETAILS

WHAT: [NAME OR DESCRIPTION OF LOCAL OBSERVANCE]

WHEN: [DAY, DATE AND TIME]

WHERE: [LOCATION]

WHO: [PARTICIPATING STUDENTS, EDUCATORS, FAMILIES OR COMMUNITY MEMBERS]

VISUALS: [DESCRIBE STRONG PHOTO OR VIDEO OPPORTUNITIES]

MEDIA CONTACT: [NAME, EMAIL ADDRESS AND PHONE NUMBER]

To learn more about Ruby Bridges Walk to School Day and access educational resources, visit RubyBridges.foundation

ABOUT [SCHOOL OR DISTRICT NAME]

[INSERT TWO OR THREE SENTENCES ABOUT THE SCHOOL OR DISTRICT, INCLUDING ITS LOCATION, NUMBER OF STUDENTS AND MISSION.]

ABOUT RUBY BRIDGES WALK TO SCHOOL DAY

Ruby Bridges Walk to School Day began with a question from a student. In 2018, a class of AAA School Safety Patrollers at Martin Elementary School in South San Francisco learned about Ruby Bridges and her courageous first-grade walk into William Frantz Elementary School. One student asked, "Why isn't there a day for Ruby?"

That question sparked a student-led movement. The inaugural observance brought together 14 schools in San Mateo County. In 2021, the California State Senate passed a resolution formally recognizing Ruby Bridges Walk to School Day statewide. Oregon followed in 2025, designating the observance in state law. By 2025, Ruby Bridges Walk to School Day had grown to include more than 800,000 participants nationwide.

Observed each November, Ruby Bridges Walk to School Day is more than a commemorative walk. It is a national day of dialogue that honors Ruby's courage and invites young people to discover their own power to create change. Schools and communities design observances that reflect their students, local needs and safety policies.

ABOUT THE RUBY BRIDGES FOUNDATION

The Ruby Bridges Foundation carries forward Ruby Bridges' lifelong vision of bringing people together to build a more just and harmonious world. Through educational programs and experiences, the Foundation inspires young people to lead with courage, kindness, curiosity and empathy, build bridges across differences and become agents of positive change in their schools and communities.

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