



Press Release

For Immediate Release

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R1 Launches Walktober: A Weeklong Green Commute Challenge New Event Builds Sustainability and Active Transportation Awareness in Rockford Region

ROCKFORD, IL – Region 1 Planning Council (R1) is rolling out its first Walktober event. It is a community event designed to get Rockford region residents thinking about and trying alternative, greener, ways of getting to work, school, or anywhere they need to go. Walktober takes place October 5-9.

“Walktober gives R1 a chance to connect with the community and raise awareness of the infrastructure that supports active and sustainable choices,” said Estelle Adiaba, R1 Environmental Sustainability Specialist and project lead. “Staying active can be as simple as incorporating more active transportation into your daily routine.”

How to participate:

1. Register at www.engage-r1.com/green-commute-walktober. Follow Region 1 Planning Council on Facebook and LinkedIn for updates.
2. Beginning on October 5, replace any commute (or all) with a greener method of choice. Log miles in the R1 Walktober club on Strava or at the website above.
3. Take part in daily photo challenges by uploading a selfie on social media while commuting, tagged with #R1Walktober.
4. R1 will draw prizes at random from all eligible submissions after Walktober week ends.

Prizes will be awarded in a random drawing among participants who either log miles for all five days or submit at least one photo. Prizes include IceHogs tickets, sponsor gift baskets, and coffee gift cards.

Daily themes are suggested (but not required) for photo ideas and to make participation fun. Themes are:

1. **Monday** – Motivate Monday. Kick off the week with fresh energy!
2. **Tuesday** – Transit Tuesday. Let someone else do the driving
3. **Wednesday** – We Commute Wednesday. Carpool: teamwork makes the dream work
4. **Thursday** – Two-Wheel Thursday. If it rolls, let it roll!
5. **Friday** – Foot Power Friday. Walk into the weekend

“We want people in the Rockford region to rethink their commute and try something new – however that works for them,” said Estelle.

Suggested alternative commutes are walking, biking, taking public transit, carpooling (including EV carpooling), or any combination of these. Solo EV driving does not qualify. Participation is not limited to those with a work commute: replacing trips for errands, school pickup, or neighborhood visits are also encouraged.

Thank you to our partners: Rockford IceHogs, Anderson Japanese Gardens, Forest Preserves of Winnebago County, Comprehensive Community Solutions, Kegel’s Bicycle Store, GoRockford, I Bike Rockford, and Sustain Rockford.

Disclaimer: All participants agree to assume responsibility for any risks associated with Walktober. Region 1 Planning Council, its partners, sponsors, and affiliates are not responsible or liable for death, injury, loss, or damage to you or your property incurred from your participation in this event. Participants are encouraged to follow all applicable traffic laws, and take appropriate safety precautions at all times.

ABOUT R1 – [Region 1 Planning Council](#) is a special-purpose, regional government agency providing cross-jurisdictional, government-to-government collaborative planning for Northern Illinois. The regional planning model provides an efficient means to promoting a well-informed, comprehensive dialogue that holistically addresses regional issues by fulfilling the needs of government entities for long-range planning, securing funding, and analyzing and providing data in support of regional projects and initiatives.

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