



## What is Jackson Streets Alive?

Events like this are happening around the globe with over 100 initiatives that temporarily close streets to vehicle traffic, so that people may use them for walking, bicycling, dancing, playing, and socializing. With more than 90 documented initiatives in North America, open streets (also known as “play streets” or “cyclovia’s” are increasingly common in cities seeking innovative ways to achieve environmental, social, economic, and public health goals. **The goal of Jackson Streets Alive is to creating an environment Jackson where people are encouraged to get active, to celebrate community and to make the streets come alive!**



In 2013 and 2014, Bike Walk Mississippi replicated a national trend to close a neighborhood street to traffic so both children and adults can have more space for play and physical activity. These events have been very successful across the nation; often referred to as “Cyclovia’s”, Play Streets or Open Streets events.

The purpose of Jackson Streets Alive to give Jackson citizens a space to be more active and a place to celebrate their community. By working together with the City of Jackson and their neighbors, citizens can bring more activities to their neighborhood during these events.

By closing a street to vehicle traffic for a few hours, neighbors experience a block party based around getting active and helps communities become more active in creating more safe and healthy spaces for children (and kids at heart!) to get active, celebrate community and play!

## Taking it to the streets!

By teaching neighborhoods how to throw a Jackson Streets Alive event, the City of Jackson can more easily empower local citizens to celebrate local business, healthy lifestyles, increase safety and build a unique community building experience.





### **The City's role:**

With the City of Jackson's Sponsorship, Jackson Streets Alive can build a better working relationship with its citizens and train them to become ambassadors of the process for working within the City's Special Events Team to plan a thriving community event.

By working with citizens to waive the special events and liability fee and to support these events with temporary street closures, the City of Jackson shows its support for healthy and happy communities. These events can bring life to a neighborhood, increase its safety and its health.

### **What happens at Jackson Streets Alive?**

Bike Walk Mississippi and its partners invite anyone to attend and participate in this free festival celebrating active living in Jackson! We envision this event as a way for people of all ages to make Jackson their very own playground; with interactive games, sports and activities, this event will promote exercise, good health, and physical activity of all types such as:

- Bike Rides and Bicycle Parade
- Huge outdoor Yoga and fitness classes
- Bike Maintenance Booth and Helmet Fittings
- Bike safety bike rodeo obstacle course
- Dance performances
- Food from local restaurants / Food Trucks
- Face Painting and interactive arts & crafts
- Roller skating, Bike Polo and Skateboarding
- Zumba, Salsa, Belly-dancing, Step teams
- Hula Hoops, Jump Rope, 4-square and more!

