



PRESS RELEASE ♦ FOR IMMEDIATE RELEASE ♦ SEPTEMBER 9, 2019

LAWTON – The Lawton Fort Sill Open Streets Committee and its partnering agencies will host the “Open Streets Hits the Streets” initiative in lieu of the traditional Fall 2020 Open Streets, which will take place Sept. 14 through Oct. 12.

The health-based Open Streets initiative is coordinated biannually through the Fit Kids of Southwest Oklahoma, Comanche County Memorial Hospital TSET Healthy Living Program and the City of Lawton. Scheduling this year had been postponed due to the current health pandemic. Open Streets Committee members still hoped to encourage healthy behaviors and lifestyles within the community, however, the "Open Streets Hits the Streets" concept was formed. This first-time event will offer a new and exciting way for citizens to get moving with friends and family.

“This alternative initiative still supports everything that Open Streets is about and allows community members to practice healthy activities in fun and safe ways, at their own time,” said Tiffany Martinez Vrska, Open Streets committee member and the City of Lawton community relations director.

Open Streets has traditionally existed to serve four key purposes: Creating a sense of community, revitalizing Downtown Lawton, promoting active transportation and encouraging healthy lifestyles. During "Open Streets Hits the Streets," citizens can document their participation by taking selfies/photos at applicable events or while participating in applicable activities. Those selfies/photos can then be sent into the Open Streets committee; senders can be eligible to pick up prizes for completing the challenge.

Examples include, but are not limited to:

- ***Creating a Sense of Community:*** A selfie/photo of an individual or group safely volunteering for a service project or attending a community meeting.
- ***Revitalizing Downtown Lawton:*** A selfie/photo at a local shop on Downtown C Avenue, at the mall or at the Museum of the Great Plains.
- ***Promoting Active Transportation:*** A selfie/photo of a person riding a bike or walking on a sidewalk.

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- ***Encouraging Healthy Lifestyle:*** A selfie/photo of a person eating fruits and vegetables or at a yoga studio.

Participants should send all four photos in at one time to fitkidsofswok@gmail.com. They will be contacted to claim their prize. Prizes are while supplies last and will be distributed during the month of November.

Various community partners are taking part in Open Streets Hits the Streets as “Stop Spots.” At these locations, the community partners may challenge citizens to do something like 10 jumping jacks as part of the event’s initiatives and take their photo while doing so, which could count as a participant’s selfie/photo in the category of “Encouraging Healthy Lifestyle.”

“We have already had such a positive response from our community partners for Open Streets Hits the Streets,” Vrska said. “I have seen some ‘Stop Spot’ signs already posted on partner doors and windows and we can’t wait to see all the fun activities they have planned for citizens.”

For more information, visit lawtonok.gov or call 580.581.3375.

See information on graphics below for additional reference.

SELFIE EXAMPLES

Creating a Sense of
Community



A selfie/photo of an individual or group safely volunteering for a service project or attending a community meeting.

Revitalizing
Downtown Lawton



A selfie/photo at a local shop on Downtown C Ave, at the mall or at the Museum of the Great Plains.

September 14 through

**OPEN
STREETS**
HITS THE STREETS

October 12 2020

Promoting
Active
Transportation



A selfie/photo of a person riding a bike or walking on a sidewalk.

Encouraging
Healthy LifeStyles



A selfie/photo of a person eating fruits and vegetables or at a yoga studio.

When all selfies are gathered, send them in to
fitkidsofswok@gmail.com for a chance to win some cool prizes!
(Prizes are available while supplies last and set to be distributed in November.)

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STREETS**
HITS THE STREETS

September 14
through
October 12
2020

SELFIE CATEGORIES

CREATING A
SENSE OF
COMMUNITY

REVITALIZING
DOWNTOWN
LAWTON

PROMOTING
ACTIVE
TRANSPORTATION

ENCOURAGING
HEALTHY
LIFESTYLES

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