



Reynolds School of Journalism  
University of Nevada, Reno



**FOR IMMEDIATE RELEASE**

Friday, May 1, 2015

**Media Contact:** Rebecca Moser, RSJ Graduate Student  
(775) 351-9744  
rebeccamoser@nevada.unr.edu

**Graduate Students at the Reynold's School of Journalism present**

**Walk.Bike.Reno: An Urban Design Challenge**

*University of Nevada students create event to address city's walkability and bikability issues*

**Reno, NV** – Walk.Bike.Reno is an Urban Design Challenge aimed at finding solutions to the walkability and bike-ability issues from the University of Nevada through downtown Reno to Midtown. The event, sponsored by the University of Nevada, Reno's Reynold's School of Journalism graduate program, will be held on Friday, May 8 and will bring community leaders and interested parties together to discuss the issues at hand and discover creative solutions.

"We are hoping to spark more conversation by bringing together those that are already invested in the issue and giving them a space to think creatively," said Courtney Laubacher, RSJ graduate student. "However, the project is much larger than just an event. We are hoping that the work and ideas that come out of it will continue to live on, long after the event is over."

Walk.Bike.Reno is also doing a photo contest on social media to highlight some of the benefits of walking and biking around the city. To enter, "like" the Walk.Bike.Reno [Facebook](#) page and follow the [Instagram](#) and [Twitter](#) accounts @walkbikereno. Participants can post their photos to Facebook, Instagram or Twitter with the hashtag #walkbikereno and should also tag Walk.Bike.Reno to have their photos entered in the contest. The winners will be determined by the most combined number of "likes," "hearts" or "favorites" on each respective platform. Prizes will include gift cards from local businesses in the downtown area.

Information and stories on this topic and event are available at [NextReno.org](#). NextReno is a media entrepreneurship project developed through the Reynolds School of Journalism dedicated to covering the people, ideas, and technology shaping the future of Reno.

Community members who are interested in attending this event may contact [walkbikereno@gmail.com](mailto:walkbikereno@gmail.com) for information regarding invitations.

###

#### **About Walk.Bike.Reno**

Walk.Bike.Reno is an event designed to bring community leaders and interested parties together to address issues relating to walkability and bike-ability in the downtown Reno area. The project aims to help promote these modes of transportation and begin a discussion about the safety and structure of our roads and sidewalks spanning from the University of Nevada, Reno to the Midtown area. By following the Human Centered Design process, involved community members have the opportunity to create lasting solutions together. For more information on the Walk.Bike.Reno project and surrounding issues, please visit our [website](#), or follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

**Note:** The address for this event is –

**The Discovery - Terry Lee Wells Nevada Discovery Museum**  
490 South Center Street  
Reno, NV 89501