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## **Celebrating the Pedestrian's Day on November 11 – Taking Steps towards Health and Safety**

- A series of commemorative events to be held on November 12 in Gangneung which will participate in the Altteul Transport Card project from January 2022
- Many public participation events taking place online until November 30

The Ministry of Land, Infrastructure and Transport (MOLIT, Minister NOH Hyeong-ouk) is celebrating the Pedestrian's Day<sup>1</sup>, which falls annually on November 11 to promote safe walking environment and encourage walking in daily life. This year, the 12<sup>th</sup> Pedestrian's Day celebrations will begin with an opening ceremony held on November 12 at Gyeongpo Lake Park in Gangneung.

- Under the theme of “Walk Safe, Stay Healthy – Reduce Accidents and Prevent COVID-19”, this year's Pedestrian's Day celebrations will be joined by the public, as well as the Mayor of Gangneung, President of the Gangneung City Council, and Deputy Minister for Transport and Logistics of MOLIT. A series of commemorative events will be carried out on both online and offline platforms, including walking events and experiential events on transport safety.
- It is particularly meaningful that the opening ceremony is taking place in Gangneung, as the city is planning to participate in the Altteul (Cost-saving) Transport Card<sup>2</sup> project from January 2022. The Altteul Transport Card allows the card users to save up to 30% of their transportation costs in proportion to the distance they travel by walking or cycling in trips using public transport.

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The public can freely join diverse events online from November 11 to 30 at the Pedestrian's Day website ([www.보행자의날.kr](http://www.보행자의날.kr)), without limitations of time and space.

- (“Walk 1111 Steps” event) After walking 1111 steps – for the date of the Pedestrian's Day, which is November 11 –, take a screenshot of the step-counting app showing the number of steps you walked, and upload the image with the hashtag “Walk 1111 Steps event” to participate in the event.

<sup>1</sup> The Pedestrian's Day was designated in 2010 as a national commemoration day under *the Act on Sustainable Transportation Logistics Development* and *the Enforcement Decree* of the same Act to raise awareness on the importance of walking in addressing environmental problems such as fine dust pollution, coping with the energy crisis, and promoting public health.

<sup>2</sup> The Altteul (Cost-saving) Transport Card project was launched by the Metropolitan Transport Commission of MOLIT in 2020. As of now, the project is being carried out in 137 local communities (cities, districts, and counties) with 270 thousand users. (Funded by the central and local governments in 1:1 proportion)

- (Lecture and quiz) Also, people can watch a lecture online at the Pedestrian's Day website ([www.보행자의날.kr](http://www.보행자의날.kr)) by Professor Sang-jin Han of Seoul National University on the topic of "Enhancing the pedestrian environment". Those who watch the lecture can take the quiz to participate in the "Expert Lecture and Quiz event".
- (Acrostic five-line poem competition) The last event is the acrostic five-line poem competition with "Pedestrian's Day" as the subject. People can upload their poems on the website, and the five poems that are selected as the funniest, most creative, and most relevant by the public and the host organization will receive a prize.

During the event period (Nov. 11 ~ 30), a limited number of free coffee coupons will be given on a first-come first-served basis to those who participate in each online event.

On the last day, November 30, those who have participated in all three online events will get a chance to win great prizes, such as a massage chair, a cordless vacuum cleaner, an ultrasonic cleaner and more, through a random draw.

Mr. Myeong-so Eo, Deputy Minister for Transport and Logistics of MOLIT, said, "Walking is the oldest mode of transportation, and it is also one of the best recreational activities or forms of exercise that anyone can do in daily life for health and leisure."

He added, "We encourage the public to walk more, especially in our collective journey of overcoming the pandemic, as walking brings vitality and health to our lives. The government will make continued efforts to enhance the walking environment for all pedestrians."

For further information regarding the above article or request for covers,  
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