

The following sample messages can be used to get the word out and about for your Winter Walk Day event(s). They can be adapted for posting on websites and social media, in newsletters, school announcements or assemblies.

### **February celebrates Winter Walk Day**

February 20 is #WinterWalkDay across Canada. It's the perfect opportunity for parents and kids to get outside together and stretch those legs! Walk to and from school to improve physical and mental health, create a healthier environment, safer streets, make friends and have fun! Walking is the simplest form of exercise and helps kids get the 60 minutes of daily physical activity they need. It's also a great cure for winter blues and helps students concentrate better in class.



For WWD event resources, visit [www.ontarioactiveschooltravel.ca/winter-walk-day](http://www.ontarioactiveschooltravel.ca/winter-walk-day). Schools that celebrate Winter Walk Day in February can register their event online and receive a Certificate of Recognition and enter a random draw for prizes. Share your #WWD2019 stories and photos tagging @OntarioAST, with hashtags #WinterWalkDay, #Walk2School, #WWD20.

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### **February day February is Winter Walk Day!**

Keep active this winter and join schools across Canada to celebrate Winter Walk Day. Dressing warmly for a brisk winter walk can be exhilarating and fun – give it a try on February! Here are some ideas:

- If you can walk safely to school, wrap up warm, leave the car at home and travel to school on foot with your friends.
- If you live too far to walk the whole way, try getting dropped off at a friend's house or a few blocks away from the school so you can walk the last leg.
- If you take the school bus, have a winter walk in the school yard at break time so you can get active too!

### Winter Walk Day is here!

Keep active this winter! We are celebrating Winter Walk Day on [redacted] day [redacted] February 20[redacted]. Grab your mittens, hats and boots and be a part of this fun winter event!

Follow [@OntarioAST](#) on Twitter and Facebook for Winter Walk Day news and updates. Like, Share and Retweet our WWD posts! Tag us when you share your photos and post your stories! Use the hashtags: #WinterWalkDay #Walk2School #WWD20[redacted]

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### Get active and share these Winter Walking Tips:

- Keep hands and head covered to prevent heat loss.
  - On really cold days wear a scarf over your face and mouth.
  - Wear warm, waterproof boots.
  - Wear a warm coat that deflects the wind.
  - Woolen clothing helps to retain the heat.
  - Wear clothing or carry knapsacks with reflective material – it's important to be seen.
  - If possible, change wet clothes at school – tuck an extra pair of socks and mitts into knapsacks.
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### Sample Newsletter Template - Week Before Winter Walk Day

We are excited to announce that <<Name of School>> will be taking part in Winter Walk Day next [redacted] day [redacted] February 20[redacted]!

Walking to school in winter has many potential benefits, including benefits for your child's health and well-being (like opportunities to learn and socialize on the way to school, and arriving to school alert and ready to learn), our community (reduced traffic congestion around the school) and the environment, too.

<<Describe the event: will there be music, hot chocolate, stickers? Coffee inside for the parents and a chance to meet other parents?>>

Walk with your child to school next [redacted] day to join in the celebration! If you're on your way somewhere else and plan on driving to your next destination, consider walking and taking transit (see Google maps for available transit routes to/from your destination: <https://www.google.ca/maps>), or park/drop your child off a block

or two away from the school to walk the rest of the way in. If you're not able to join, encourage your child to walk with a friend.

*Be part of the conversation: Follow [@OntarioAST](#) and [@\(School Twitter Account\)](#) on Twitter and Facebook. Tag us and use the hashtags [#Walk2School](#) [#WWD20](#) [#WinterWalkDay](#)*

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### Newsletter Template - Week of Winter Walk Day

Come join us this [\[ \]](#) day [\[ \]](#) February 20[\[ \]](#) as our school takes part in Winter Walk day, a celebration of the unique joys of walking to school in the chilly, snowy days of winter.

<<Describe the event- will there be music, hot chocolate, stickers? Coffee inside for the parents and a chance to meet other parents?>>

Walk with your child to school this [\[ \]](#) day to be part of the fun. If you're on your way somewhere else and plan on driving to your next destination, consider walking and taking transit (see Google maps for available transit routes to/from your destination: <https://www.google.ca/maps>), or park/drop your child off a block or two away from the school to walk the rest of the way in. If you're not able to join, encourage your child to walk with a friend.

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### Newsletter Template - Week after Winter Walk Day

Thanks to everyone who joined us last week for Winter Walk Day at [<<Name of School>>](#). Our school took part in a celebration of walking to school in winter, to show that walking to school is not just for warm sunny days. As the old saying goes: there is no bad weather- just bad clothing choices!

{Include pictures from Winter Walk Day event}

Thank you to all the students, staff, volunteers and parents at our school who helped us increase awareness and enthusiasm for walking to school in winter. Let's keep it up! Bundle up and get some fresh air and sunshine as you take part in a healthy active lifestyle with your child, every day.

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