



SAMPLE WALK & WHEEL EVENT MESSAGING

We have four seasonal Walk & Wheel events that we promote active school travel through: International Walk to School Month (IWALK) in the autumn; Winter Walk Day in the winter; Spring into Spring in the spring; and Bike to School Week in the summer. Visit our webpage for details: <https://ontarioactiveschooltravel.ca/walk-and-wheel-events/>

The following sample messages can be used to get the word out and about for all of your Walk & Wheel events. Adapt these messages for posting on websites, social media, in newsletters, school announcements or at assemblies.

Sample Newsletter Template - Week Before IWALK

We are excited to announce that (Name of school) will be taking part in International Walk to School Month!

Walking to school 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. It benefits our community too, with reduced traffic congestion around the school, and makes for cleaner air and a healthier environment too.

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

Walk (you can wheel too!) with your child to school 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 on Twitter and Facebook. Tag us and use the hashtags #Walk2School #IWALK #JourneyOutside #Wheel2School

Newsletter Template - Week of IWALK

Come join us on (date) as our school takes part in International Walk to School Month (IWALK), a celebration of the joys of journeying outside on the routes to and from school.

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

Walk or wheel 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 IWALK

Thanks to everyone who joined us last week for IWALK as our school took part in a celebration of walking and wheeling to school!

<< Include pictures from your event. >>

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

Be part of the conversation: Follow @OntarioAST and on Twitter and Facebook. Tag us and use the hashtags #Walk2School #Wheel2School #JourneyOutside

February celebrates Winter Walk Day

February is the month to celebrate Winter Walk Day across Canada. Walking to school in winter is a great cure for winter blues and helps students concentrate better in class.

Show your community 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! Dressing warmly for a brisk winter walk can be exhilarating and fun – give it a try! Here are some tips to help:

- 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! Grab your mittens, hats and boots and be a part of this fun winter day event -- a celebration of the unique joys of walking to school in the chilly, snowy days of winter!

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.
- Bundle up! 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.

For WWD event resources, visit 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 stories and photos tagging @OntarioAST, with hashtags #WinterWalkDay, #Walk2School, #Active2School #JourneyOutside

April is Spring into Spring all month long

Spring has sprung! It's time to get active and join schools across Canada to celebrate Spring into Spring by walking or wheeling to school. It's the perfect opportunity for parents and kids to get outside together and stretch those legs! Rain or shine -- 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.

Follow [@OntarioAST](#) on Twitter and Facebook for Spring into Spring news and updates. Like, Share and Retweet our SiS posts! Tag us when you share your photos and post your stories! Use the hashtags: #SpringIntoSpring #Walk2School #SiS #Active2School #Wheel2School #Scooter2School #Skate2School #JourneyOutside

It's Bike to School Week!

Summer is around the corner and it is time to dust off those spokes and hop on those saddles! Turn those wheels and bike to school to improve your health, your environment, and your neighbourhood. Join up with your friends and have fun!

Cycling to school helps kids get the 60 minutes of minimum daily required physical activity. And it feels great. So, get those wheels turning on the journey outside.

Follow [@OntarioAST](#) on Twitter and Facebook for Bike to School Week news and updates. Like, Share and Retweet our B2SW posts! Tag us when you share your photos and post your stories! Use the hashtags: #Bike2School #BikeToSchoolWeek #Active2School #Wheel2School #Roll2School #JourneyOutside

www.ontarioactiveschooltravel.ca