

Back to School 2020 Social Media Ad Campaign Text

1) Practice Your Route #1



Now's the time to plan how your child will walk or bike to school this fall and practice the route. Explore the neighbourhood, discover your options, and pick the one that works best for your family.

www.ontarioactiveschooltravel.ca

#journeyoutside #getyourwalkon #getyourwheelon

2) Practice Your Route #2



Now's the time to plan how your child will walk or bike to school this September and practice the route. Explore the neighbourhood, discover your options, and pick the one that works best for both of you.

www.ontarioactiveschooltravel.ca

#journeyoutside #getyourwalkon #getyourwheelon

3) Practice Your Route – French ENTRAÎNEZ-VOUS À PARCOURIR VOTRE CHEMIN



C'est le moment de choisir le chemin qu'empruntera votre enfant cet automne pour aller à l'école à pied ou à vélo, et de vous entraîner à le parcourir. Explorez votre quartier, découvrez les possibilités et choisissez le chemin qui conviendra le mieux à votre famille.

www.ontarioactiveschooltravel.ca/fr

#tousdehors #çamarche #çaroule

4) Drive to 5 #1



Can't walk all the way to school? Then park 5 minutes away and finish the journey on foot. You'll avoid the traffic congestion, physical distancing from others is easy, and the extra time outdoors is a great way for both of you to start the day. www.ontarioactiveschooltravel.ca

#journeyoutside #driveto5

5) Drive to 5 #2



Avoiding the school bus this fall? If you drive then park 5 minutes away from school and finish the journey on foot. You'll reduce your traffic stress, physical distancing from others is easy, and the extra time outdoors is a great way for both of you to start the day.

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#journeyoutside #driveto5

6) Drive to 5 #3



Avoiding the school bus this fall? If you drive then park 5 minutes away from school and finish the journey on foot. You'll avoid all the traffic around the school, physical distancing from others is easy, and that short walk together will get both your days off on the right foot. www.ontarioactiveschooltravel.ca

#journeyoutside #driveto5

7) Drive to 5 – French
GAREZ-VOUS « À 5 »



Impossible de marcher de la maison à l'école ? Garez la voiture à cinq minutes de l'école et faites le reste à pied. Vous éviterez le bouchon devant l'école et vous pourrez facilement garder votre distance physique. Cinq minutes de plus en plein air, c'est la meilleure façon de commencer la journée, tant pour vous que pour votre enfant.

www.ontarioactiveschooltravel.ca/fr

#tousdehors #garez-vousà5

8) Get Your Walk On #1



This year make walking your preferred way to journey to school. When you're outdoors physical distancing from others is a breeze, and it takes less time than you think. Plus, you get to spend some quality time together. Get your walk on! www.ontarioactiveschooltravel.ca

#journeyoutside #getyourwalkon

9) Get Your Walk On #2



Getting to school in the morning can be stressful. Especially this year. But when you choose an active journey it's easy to physically distance from others. And you'll create some precious memories along the way. Get your walk on! www.ontarioactiveschooltravel.ca

#journeyoutside #getyourwalkon

10) Get Your Walk On #3



Admit it: the walk to school really is the best part of your morning. You're enjoying time outdoors together which is so important these days. And you're creating some precious memories together. www.ontarioactiveschooltravel.ca

#journeyoutside #getyourwalkon

11) Get Your Walk On - French ÇA MARCHE



Avouez-le : la meilleure partie de votre matinée, c'est lorsque vous accompagnez votre enfant à pied jusqu'à l'école. Non seulement vous passez du temps ensemble dehors, ce qui est si important de nos jours, mais vous faites aussi provision de précieux souvenirs.

www.ontarioactiveschooltravel.ca/fr

#tousdehors #çamarche

12) #Get Your Wheel On #1



Now more than ever your kids need fresh air. Making the journey to school on two wheels is a great way for them to get it and gain some independence. Physical distancing is easy too. Get your wheel on!

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#journeyoutside #getyourwheelon