



Sample Winter Walk Day Messages

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 social media, websites and newsletters, or school announcements.

January messaging for Social Media:

- 1) Carry on the cheer of the holiday season and celebrate winter on #WinterWalkDay by walking to school on February _ or any other day of the month. Here are some resources to help you plan for the event.
<https://ontarioactiveschooltravel.ca/winter-walk-day/>
- 2) Staying active throughout the year is essential for the development of foundational skills in children. Parents, walk your children to school on #WinterWalkDay and inspire them to stay active through the winter.
- 3) #ActiveSchoolTravel is a safe and healthy choice during the lingering #Covid19 pandemic. Join neighbours and friends in your school community to celebrate #WinterWalkDay by walking to school on February _ or any other day of the month!
- 4) Caught up on the day of #WinterWalkDay scheduled for February _ ? No worries! Celebrate the #journeyoutside any day (and every day!) in February and don't forget to tag @OntarioAST in your pictures!
- 5) Spending too much time indoors because of work from home? Walk your kid to school on February _ , #WinterWalkDay, or any other day this winter!
- 6) Keeping the school community together is possible with physical distancing! Fill the streets in your neighbourhood with individual family bubbles engaged in #journeyoutside on #WinterWalkDay.
- 7) Why #fakecommute when you can walk your kid to school? Join #WinterWalkDay bandwagon and have some quality #familytime while reaping the benefits of being outdoor!



February Messaging for Social Media:

- 1) #WinterWalkDay is about a bigger learning experience than just walking. Learn more about activities that students of different ages can do as a part of #activeschooltravel here <https://ontarioactiveschooltravel.ca/winter-walk-day/>
- 2) Students in schools across Ontario are celebrating #WinterWalkDay. Join the bandwagon and use these resources to promote the #JourneyOutside event in your neighbourhood! <https://ontarioactiveschooltravel.ca/winter-walk-day/>
- 3) Do you notice things on your #walk2school that you see only in winter? Share your exclusive #WinterWalkDay stories with us @OntarioAST and use hashtags #WinterWalkDay, #JourneyOutside, #WWD2021.
- 4) Got fun stories from your #activeschooltravel during winter? Share them with us using @OntarioAST and #WinterWalkDay.
- 5) How did your neighbourhood celebrate #WinterWalkDay? Share your photos and stories about #activeschooltravel with us using @OntarioAST and #WinterWalkDay.

Newsletter Messaging:

1) Winter Walk Day on February _

_ February 2021 is #WinterWalkDay across Ontario. A lot of families have been spending time in-doors because of work from home and Covid19 lockdown measures. Seize this chance to break away from the monotony created by the pandemic and walk your children to school. Here are some resources to help you plan for the event www.ontarioactiveschooltravel.ca/winter-walk-day. Share your winter school journey stories and photos by tagging @OntarioAST, with hashtags #WinterWalkDay, #Walk2School, #WWD2021.

2) Celebrate active school travel

Stay at home measures issued as pandemic precaution have made this winter an especially hard one for many Ontario families. Practice safe outdoor time with your family by walking your kids to school on #WinterWalkDay (February _) or any other day of the month! Check www.ontarioactiveschooltravel.ca/winter-walk-day for more details and share stories about your journey to school during winter by tagging @OntarioAST with hashtags #WinterWalkDay, #Walk2School, #WWD2021.

3) Practice safe active travel to school

We encourage parents and students to practice physically distant, active modes of travel to school. Now more than ever, walking to school is a safe option. Join friends in your school community to celebrate #WinterWalkDay on February _ . Check www.ontarioactiveschooltravel.ca/winter-walk-day or @OntarioAST on Facebook or Twitter to know more about the best active school travel practices during Covid19.