



Sample Winter Walk Day Messages

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

Messaging for schools in e-learning mode - Social Media:

- 1) Staying active throughout the year is essential for developing foundational skills like concentration and motor coordination in children. Parents, take a walk with your kids on #WinterWalkDay and inspire them to stay active through the #elearning process.
- 2) Don't let #elearning and #StayAtHome affect your mental health. Celebrate #WinterWalkDay by taking a physically distant walk around your neighbourhood. Here are some activities to make your walk interesting.
<https://ontarioactiveschooltravel.ca/winter-walk-day/>
- 3) Spending too much time indoor because of work from home? Take your kids out for a walk around the block this February to celebrate #WinterWalkDay. Share your #JourneyOutside stories with us @OntarioAST and use hashtags #WinterWalkDay, #WWD2021.
- 4) Celebrating the #JourneyOutside is possible with physical distancing! Take a walk in your neighbourhood while staying safe within your family bubble on #WinterWalkDay.
- 5) Juggling #workfromhome and kids engaged in #elearning? Take a break by going on a walk around your neighbourhood with your little ones this February.
- 6) #WinterWalkDay is about a bigger learning experience than just walking. Learn more about activities that students of different ages can do to celebrate while pursuing #elearning. <https://ontarioactiveschooltravel.ca/winter-walk-day/>
- 7) Students across Ontario are celebrating #WinterWalkDay. Join the bandwagon and use these resources to promote the #JourneyOutside among your friends!
<https://ontarioactiveschooltravel.ca/winter-walk-day/>
- 8) How are you celebrating #WinterWalkDay amidst the #COVID19 restrictions? Share your exclusive #JourneyOutside stories with us @OntarioAST and use hashtags #WinterWalkDay, #WWD2021.
- 9) Got fun stories from your #JourneyOutside during #elearning? Share them with us using @OntarioAST and #WinterWalkDay.



Messaging for schools in e-learning mode - Newsletter:

1) Winter Walk Day in February

February is the month for #WinterWalkDay celebrations across Ontario. A lot of families have been spending time indoors because of e-learning and Covid19 lockdown measures. Seize this chance to break away from the monotony created by the pandemic and go for a family walk around your neighbourhood. Here are some activities you can do to make the #journeyoutside engaging for your little ones <https://ontarioactiveschooltravel.ca/winter-walk-day/>. Share your #JourneyOutside stories and photos by tagging @OntarioAST, with hashtags #WinterWalkDay, #WWD2021.

2) Celebrate the Journey Outside

Stay at home pandemic measures have made this winter an especially hard one for many Ontario families. Practice safe outdoor time with your family by taking a walk in your neighbourhood as a part of #WinterWalkDay. Check <https://ontarioactiveschooltravel.ca/winter-walk-day/> or @OntarioAST on Facebook or Twitter to know more about the best #JourneyOutside practices during Covid19 and share stories about your #WWD2021 by tagging @OntarioAST with hashtags #WinterWalkDay, #Walk2School.

Messaging for schools in in-person learning mode - 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 get you plan your #JourneyOutside. <https://ontarioactiveschooltravel.ca/winter-walk-day/>
- 2) Staying active throughout the year is essential for the development of foundational skills such as concentration and motor skills. 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. Remind 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 the #JourneyOutside on #WinterWalkDay.
- 7) Why #fakecommute when you can walk your kid to school? Join the #WinterWalkDay bandwagon and have some quality #familytime while reaping the benefits of being outdoors!
- 8) #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/>
- 9) 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, #Walk2School, #WWD2021.

- 10) Got fun stories from your #activeschooltravel during winter? Share them with us using [@OntarioAST](#) and #WinterWalkDay.
- 11) How did your school community celebrate #WinterWalkDay? Share your photos and stories about #activeschooltravel with us using [@OntarioAST](#) and #WinterWalkDay.

Messaging for schools in in-person learning mode - Newsletter:

1) Winter Walk Day on February 3

February 3, 2021 is #WinterWalkDay across Ontario. A lot of families have been spending time indoors because of work from home and Covid19 lockdown measures. Seize this chance to break away from the monotony and walk your children to school. Here are some resources to help you plan for the event <https://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 especially hard 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 <https://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 and healthy option. Join friends in your school community to celebrate #WinterWalkDay on February__. Check <https://ontarioactiveschooltravel.ca/winter-walk-day/> or [@OntarioAST](#) on Facebook or Twitter to know more about the best active school travel practices during Covid19.