



APRIL  
19-30

## Sample Spring Into Spring Messages

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

### Messaging for schools in in-person learning mode - Social Media:

- 1) The snow is melting and it's time to #SpringintoSpring! Join students across Ontario to walk or wheel to school from April 19 - 30. #JourneyOutside #Walk2School #Bike2School
- 2) Did you lock your bike up in your garage throughout the winter? Time to bring it out and wheel to school with your friends. Celebrate #SpringintoSpring as the school reopens after the late 'March Break'. #JourneyOutside #SiS
- 3) Spring represents the start of something new. Inspire your friends to start the habit of walking/wheeling to school this April. #JourneyOutside #SpringIntoSpring #SiS2021
- 4) Celebrate #EarthDay alongside #SpringIntoSpring by committing to walk/wheel to school. #JourneyOutside #SpringIntoSpring #SiS2021
- 5) What can you spot on your journey to school in Spring? Ontario Active School Travel's iSpy cards are great resource for your kids to celebrate #SpringIntoSpring between April 19 - 30, 2021! Download more resources to help you celebrate from <https://ontarioactiveschooltravel.ca/spring-into-spring/>
- 6) What better way to celebrate #EarthDay than to encourage the #ActiveSchoolTravel movement! Let's get kids walking and wheeling to school between April 19 - 30, 2021. #JourneyOutside #Bike2School #Walk2School
- 7) What signs of spring do you see as you walk/wheel to school? Use @OntarioAST's iSpy cards to keep track of interesting sights and share your stories by tweeting out to @OntarioAST using hashtags #SpringIntoSpring, #SiS2021.

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

#### 1) Enjoy spring with active school travel

#SpringIntoSpring is to be celebrated across Ontario between April 19 - 30, 2021. Spring is supposed to be the symbol of new beginnings. We encourage parents and children to develop or build the habit of active school travel as we work together towards a sustainable post-Covid19 era. Rain or shine - join your kids to walk or wheel to school to improve physical and mental health, and create a healthier environment!

Here are some activities you can do to make the #journeyoutside engaging for the whole family.

<https://ontarioactiveschooltravel.ca/spring-into-spring/>.

Share your walking/wheeling stories and photos by tagging

@OntarioAST on Twitter, with hashtags #SpringIntoSpring, #SiS2021.



## 2) Celebrate the Journey Outside

Winter and the stay-at-home order made the past few months quite challenging for Ontarians. Spring is here and now more than ever, the journey outside is a safe and healthy choice. Visit <https://ontarioactiveschooltravel.ca/spring-into-spring/> to learn more about the best ways to celebrate Spring into Spring (between April 19 - 30) during Covid19 and share stories about your journey outside by tagging @OntarioAST on Twitter and using hashtags #SpringIntoSpring, #SiS2021 and #JourneyOutside.

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

- 1) The snow is melting and it is time to #SpringIntoSpring! Celebrate with rest of Ontario, between April 19 - 30, 2021, by gathering your family to take a walk or bringing your bike out for a spin around your neighbourhood. #JourneyOutside #SiS2021
- 2) Did you lock your bike up in your garage throughout the winter? Time to take it out for a spin around your neighbourhood. Celebrate #SpringintoSpring with fellow Ontarians between April 19 - 30, 2021. #JourneyOutside #SiS2021
- 3) Juggling #workfromhome and kids engaged in #elearning? Take a break by going for a walk or wheeling the bike around the block with your child between April 19 - 30, 2021. #SpringintoSpring #JourneyOutside #SiS2021
- 4) Spring represents the start of something new. Inspire a family/friend you know to start the habit of taking a walk as a break from #elearning and #workfromhome. #SpringintoSpring #JourneyOutside #SiS2021
- 5) The groundhogs are out and about from their winter burrows! Step out of your home and take a walk before school time to see if you can spot some wildlife. #SpringIntoSpring #JourneyOutside
- 6) Celebrating #SpringIntoSpring is possible with physical distancing! Take a walk in your residential community while staying safe within your family bubble. #SiS2021 #JourneyOutside
- 7) What can you spot on your #JourneyOutside in Spring? Ontario Active School Travel's iSpy cards are great resources for kids to celebrate #SpringIntoSpring! Download more resources to help you celebrate #SpringIntoSpring from <https://ontarioactiveschooltravel.ca/spring-into-spring/>
- 8) Celebrate #EarthDay alongside #SpringIntoSpring by going for a walk or bike ride in your neighbourhood. #JourneyOutside #SiS2021
- 9) Got fun stories from your #SpringIntoSpring walking/wheeling exercise during #elearning? Share them on Twitter using @OntarioAST and hashtags #SpringIntoSpring #SiS2021 #JourneyOutside

### Messaging for schools in e-learning mode - Newsletter:

#### 1) Enjoy Spring by being active

#SpringIntoSpring is celebrated across Ontario between April 19 - 30, 2021. It's the perfect opportunity for parents and kids to get outside together and stretch those legs after spending a lot of time indoors because of e-learning and Covid19 lockdown measures during the winter. Rain or shine - go for a walk or take your bike out for a spin around your neighbourhood to improve physical and mental health, create a healthier environment! Here are some activities to make your journey engaging <https://ontarioactiveschooltravel.ca/spring-into-spring/>. Share your #JourneyOutside stories and photos by tagging @OntarioAST, with hashtags #SpringIntoSpring, #SiS2021.

## 2) Celebrate the Journey Outside

Winter and the stay-at-home order together made the past few months quite challenging for Ontarians. Spring is here and now more than ever, the journey outside is a safe and healthy choice. Visit <https://ontarioactiveschooltravel.ca/spring-into-spring/> to know more about the best ways to celebrate Spring into Spring during Covid19 and share stories about your #SiS2021 by tagging @OntarioAST on Twitter and using hashtags #SpringIntoSpring, #SiS2021 and #JourneyOutside.

