



# LET'S WALK!

## WINTER WALK DAY

### FEBRUARY 2022

## Sample Winter Walk Day Messages - 2022

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

### Messaging for schools, school boards, and promotional partners - social media:

- 1) Are you ready for #WinterWalkDay 2022? Complete your winter gear checklist to be ready for the #JourneyOutside!

Hat... ✓

Mittens... ✓

Snow boots... ✓

Find more tips at <https://ontarioactiveschooltravel.ca/winter-walk-day/>

- 2) Your route to school might look different in the winter time 🧑. Plan your journey in advance of #WinterWalkDay and practice together as a family!

<https://ontarioactiveschooltravel.ca/winter-walk-day/>

- 3) Extra layers need extra time! 🧤🧣👂

Take the stress out of your #WinterWalkDay morning routine - get organized the night before, lay your gear next to the door.

<https://ontarioactiveschooltravel.ca/winter-walk-day/>



### Celebrate Winter Walk Day:

- 1) Don't hibernate, celebrate! ❄️  
#WinterWalkDay is happening on Wednesday, February 2nd, 2022. Grab your family and friends for the #JourneyOutside this winter!  
<https://ontarioactiveschooltravel.ca/winter-walk-day/>
- 2) Seasons change, but the fun outside doesn't have to stop! ❄️  
#WinterWalkDay is Wednesday, February 2nd, 2022. Grab your winter gear for the #JourneyOutside! <https://ontarioactiveschooltravel.ca/winter-walk-day/>

3) Catch snowflakes, build a snow person, or go for a walk - there are so many ways to celebrate winter! ❄️

Get outside for #WinterWalkDay on Wednesday, February 2nd, 2022.

<https://ontarioactiveschooltravel.ca/winter-walk-day/>

4) Did you know that polar bears can walk up to 30 kilometres per day in the snow? 🐻

Grab your gear and take a polar bear stroll this #WinterWalkDay!

<https://ontarioactiveschooltravel.ca/winter-walk-day/>

5) Go for a walk outside, it's SNOW much fun! ❄️

Celebrate #WinterWalkDay on February 2nd, 2022 with your family, friends, or school. #JourneyOutside

<https://ontarioactiveschooltravel.ca/winter-walk-day/>

6) Snow outside? That's snow problem! ❄️

Join in the celebration of #WinterWalkDay on February 2nd, 2022. Find activities and resources here <https://ontarioactiveschooltravel.ca/winter-walk-day/>

7) Get to school the Canadian way on #WinterWalkDay! 🇨🇦 Strap on snowshoes, cross-country skis, or some plain ol' snow boots 🥾

Make your #JourneyOutside extra fun on Wednesday, February 2nd, 2022.

<https://ontarioactiveschooltravel.ca/winter-walk-day/>

8) We aren't afraid of a little snow, this is Canada! 🇨🇦 Conquer the cold this #WinterWalkDay on Wednesday February 2nd, 2022.

Learn more at <https://ontarioactiveschooltravel.ca/winter-walk-day/>

Celebrate, don't hibernate! Walk to school this winter.



Ontario Active School Travel

LET'S WALK!  
WINTER WALK DAY  
FEBRUARY 2022

JOURNEY OUTSIDE

Seasons change, but the fun outside doesn't have to stop!



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LET'S WALK!  
WINTER WALK DAY  
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JOURNEY OUTSIDE

Say good-bye to the seasonal blues!



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Go for a walk, it's SNOW much fun!



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Catch snowflakes, build a snowperson, or go for a walk. There are so many ways to celebrate winter!



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JOURNEY OUTSIDE



## Winter Walk Day Benefits:

- 1) Time outside is important for mental health, exercise, and social well-being – in all seasons! Gather your family and friends to take on the journey to school this [#WinterWalkDay](https://ontarioactiveschooltravel.ca/winter-walk-day/). <https://ontarioactiveschooltravel.ca/winter-walk-day/>
- 2) Physical activity is essential! It improves our moods, health, and even focus in class. Get active by walking to school this [#WinterWalkDay](https://ontarioactiveschooltravel.ca/winter-walk-day/)! You'll be glad you did! <https://ontarioactiveschooltravel.ca/winter-walk-day/>
- 3) Say good-bye to the seasonal blues – walk to school this winter! Physical activity can improve your mood, health, and academic performance. Let's get moving this [#WinterWalkDay](https://ontarioactiveschooltravel.ca/winter-walk-day/)! <https://ontarioactiveschooltravel.ca/winter-walk-day/>



## Drive to 5/Walk a Block:

- 1) Do you live too far away to walk to school this [#WinterWalkDay](https://ontarioactiveschooltravel.ca/winter-walk-day/)? Try parking 5 minutes away and walk the rest together - skip the school zone traffic and squeeze in some quick fun in the snow! [#DriveTo5](https://ontarioactiveschooltravel.ca/winter-walk-day/) <https://ontarioactiveschooltravel.ca/winter-walk-day/>
- 2) Are you idling to keep warm? Park, turn off the engine, and [#WalkABlock](https://ontarioactiveschooltravel.ca/winter-walk-day/) to generate your own heat! You'll keep the air clean and skip the chaos at your school drop-off zone. <https://ontarioactiveschooltravel.ca/winter-walk-day/>



## Messaging for schools, school boards, and promotional partners - newsletters:

- 1) Winter Walk Day is taking place on February 2nd, 2022 in schools across Ontario! Students are encouraged to walk and wheel to school during this day, or any day during the month of February. The aim is to celebrate active school travel and spending time outside in all seasons – especially, the cold ones!

We are participating at [\(Insert School/Board Name\)](#) by [\(Insert Activities\)](#).  
Learn more about Winter Walk Day and download resources at <https://ontarioactiveschooltravel.ca/winter-walk-day/>.

We hope you will join us in celebrating winter. Let's get walking,  
[\(Insert School/Board Name or Mascot\)](#)!

- 2) Join us in celebrating Winter Walk Day with hundreds of schools across Ontario! [\(Insert School/Board Name\)](#) has signed up with Ontario Active School Travel to participate in this winter celebration taking place on February 2nd, 2022. We are encouraging students and families to walk or wheel to school on this date and participate in the school activities happening at [\(Insert Time of Day and Relevant Location\)](#).

We will be going outside to [\(Insert Relevant Activity Details\)](#). Make sure you come prepared with the proper winter gear to keep warm!

Learn more about Winter Walk Day and download the available materials and resources at <https://ontarioactiveschooltravel.ca/winter-walk-day/>.  
We hope to see you [\(Insert School/Board Name or Mascot\)](#) outside!



@GreenCommunitiesCan



@OntarioAST



[www.ontarioactiveschooltravel.ca](http://www.ontarioactiveschooltravel.ca)