

Suggestions for Use: Use our sample Winter Walk Day messages to help promote active school travel in your community. The messages have been designed for Twitter but can be adapted to other platforms such as Facebook, Instagram, and LinkedIn.

Share on social media in just 5 simple steps:

Step 1: Choose a message.

Step 2: Copy and paste it into the 'new post' section.

Step 3: Customize the message, e.g., by adding emojis and filling in the date that you will be celebrating. Note that some messages already include emojis and have been designed to be posted as a thread in consideration of Twitter's 280-character limit.

Step 4: Download the matching graphic of your choice by saving it onto your computer and upload it along with your message. Include Alt Text for accessibility. The graphic files are available on our Winter Walk Day page.

Step 5: Post your message!

Get Ready for Winter Walk Day:

1) Are you ready for [#WinterWalkDay](#)? 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) 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/>

3) Your route to school might look different in the wintertime ❄️. Plan your journey in advance of [#WinterWalkDay](https://ontarioactiveschooltravel.ca/winter-walk-day/) and practice together as a family!
<https://ontarioactiveschooltravel.ca/winter-walk-day/>



Celebrate Winter Walk Day:

1) Don't hibernate, celebrate! ❄️

[#WinterWalkDay](https://ontarioactiveschooltravel.ca/winter-walk-day/) is happening on *(Insert Date)*. Grab your family and friends for the [#JourneyOutside](https://ontarioactiveschooltravel.ca/winter-walk-day/) this winter! <https://ontarioactiveschooltravel.ca/winter-walk-day/>

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

[#WinterWalkDay](https://ontarioactiveschooltravel.ca/winter-walk-day/) is on *(Insert Date)*. Grab your winter gear for the [#JourneyOutside](https://ontarioactiveschooltravel.ca/winter-walk-day/)! <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](https://ontarioactiveschooltravel.ca/winter-walk-day/) on *(Insert Date)*.
<https://ontarioactiveschooltravel.ca/winter-walk-day/>

4) Get to school the Canadian way on [#WinterWalkDay](https://ontarioactiveschooltravel.ca/winter-walk-day/)! 🇨🇦 Strap on snowshoes, cross-country skis, or some plain ol' snow boots 📖

Make your [#JourneyOutside](https://ontarioactiveschooltravel.ca/winter-walk-day/) extra fun on *(Insert Date)*.
<https://ontarioactiveschooltravel.ca/winter-walk-day/>

5) 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/)!
<https://ontarioactiveschooltravel.ca/winter-walk-day/>

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

Celebrate #WinterWalkDay on *(Insert Date)* with your family, friends, or school. #JourneyOutside <https://ontarioactiveschooltravel.ca/winter-walk-day/>

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

Join in the celebration of #WinterWalkDay on *(Insert Date)*. Find activities and resources here <https://ontarioactiveschooltravel.ca/winter-walk-day/>

8) We aren't afraid of a little snow, this is Canada! 🇨🇦 Conquer the cold this #WinterWalkDay on *(Insert Date)*. Learn more at <https://ontarioactiveschooltravel.ca/winter-walk-day/>



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/>

2) Physical activity is essential! It improves our moods, health, and even focus in class. Get active by walking to school this #WinterWalkDay! 📄 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/>



Drive to 5/Walk a Block:

1) Do you live too far away to walk to school this #WinterWalkDay?

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/>

2) Are you idling to keep warm? 🚗

Park, turn off the engine, and #WalkABlock 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/>

3) #DYK that idling your vehicle for an hour burns $\frac{3}{4}$ litres of gasoline, and releases 2 kg of CO₂ into the atmosphere? Park, turn off the engine, and #WalkaBlock to school. You'll keep the air clean and save some gas as well!

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



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

1) Winter Walk Day is taking place on *(Insert Date)* 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 to spend 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 *(Insert Date)*. We are encouraging students and families to walk or wheel to school on this date and to 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!