Bike to School Day – Sample Text

## **Please customize text below to accommodate for transportation procedures that are in place for your school or district.**

# Newsletter

## Bike to School Day is May 8th!

The annual [Bike to School Day](http://www.walkbiketoschool.org/) is coming up on [***May 8th***]! There will be a variety of events happening at [***NAME OF SCHOOL***], including

* [xx]
* [xx]
* [xx]

Encourage your child to bike to school with a friend on [***May 8th***]or participate in a [bike train](http://www.dot.state.mn.us/mnsaferoutes/assets/downloads/MN_SRTS_Tip%20Sheet_BICYCLE%20TRAIN.pdf). Better yet, you can volunteer to help with a bike train in your neighborhood! For more information about Bike to School Day and volunteer opportunities, please contact:

[***NAME***], [***PHONE NUMBER***], [***EMAIL***]

Find out more about Bike to School Day at [www.walkbiketoschool.org](http://www.walkbiketoschool.org), or learn more about the Minnesota Safe Routes to School program at [www.mnsaferoutestoschool.org](file:///C:\Users\galquist\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\BQE50QTT\www.mnsaferoutestoschool.org).

# Facebook Posts

The following Facebook posts were developed to make it easier for your school to promote Bike to School Day. Of course, the text can be tailored however you would like, but hopefully this gives you examples of messages that can be posted. Don’t forget to customize the text in the [brackets], and then delete the brackets.

## Example Post 1

**[ACCOMPANYING SOCIAL MEDIA IMAGE HERE]**

Bike to School Day is coming up on [***May 8th***]! Encourage your child or neighbor to bike to school, and volunteer to help out with events and activities at [***NAME OF SCHOOL***].

To volunteer, contact [***NAME***] at [***PHONE NUMBER***] or by email at [***EMAIL***].

To learn more about the Minnesota Safe Routes to School program, visit:

<http://www.mnsaferoutestoschool.org>

## Example Post 2

**[ACCOMPANYING SOCIAL MEDIA IMAGE HERE]**

Biking to school allows for a little bit of exercise before starting the day and improves children’s learning. Join us on [***May 8th***] for Bike to School Day, an annual celebration that promotes biking to school as a fun and safe activity for students. Activities at [***NAME OF SCHOOL***] include:

* [xx]
* [xx]
* [xx]

To learn more or volunteer, contact [***NAME***] at [***PHONE NUMBER***] or by email at [***EMAIL***].

## Example Post 3

**[ACCOMPANYING SOCIAL MEDIA IMAGE HERE]**

Biking improves students’ performance in school, gives them much needed daily exercise, allows them to have fun with their friends, and helps reduce air pollution and traffic congestion around schools. Join us on [***May 8th***] for Bike to School Day, an annual celebration that promotes biking to school as a fun and safe activity for students. Activities at [***NAME OF SCHOOL***] include:

* [xx]
* [xx]
* [xx]

To learn more or volunteer, contact [***NAME***] at [***PHONE NUMBER***] or by email at [***EMAIL***].

## Example Post 4

**[ACCOMPANYING SOCIAL MEDIA IMAGE HERE]**

Did you know that Biking to school improves students’ ability to learn? Studies have shown that physical exercise stimulates brain activity and is conducive to learning. Plus, it’s a fun and easy way to help children get their recommended 60 minutes of physical activity per day.

Join us on [***May 8th***] for Bike to School Day at [***NAME OF SCHOOL***], an annual, international event that promotes biking to school with a variety of fun activities!

To learn more or volunteer, contact [***NAME***] at [***PHONE NUMBER***] or by email at [***EMAIL***].

## Example Post 4 (intended to be posted 1-2 days prior to WTSD)

**[ACCOMPANYING SOCIAL MEDIA IMAGE HERE]**

Pledge to bike! Bike to School Day is this Wednesday [***May 8th***]. Don’t miss out on fun activities at [***NAME OF SCHOOL***], including:

* [xx]
* [xx]
* [xx]

To learn more or volunteer, contact [***NAME***] at [***PHONE NUMBER***] or by email at [***EMAIL***].

# Twitter Post (140 character limit)

**[ACCOMPANYING SOCIAL MEDIA IMAGE HERE]**

#BiketoSchoolDay is [***May 8th***]at [***NAME OF SCHOOL***]. Encourage kids to bike to school and volunteer to help with activities!

To learn more or volunteer, contact [***NAME***] at [***PHONE NUMBER***] or by email at [***EMAIL***].

# Walk/Bike Zone – Letter / Email to Parents

Dear Parent,

Bike to School Day is [***May 8th***], an annual international event that encourages children to bike to school and participate in a variety of activities at school. As you know, your home is located so close to [***NAME OF SCHOOL***] that your children do not have bus service. This is a good thing! Living close to school means that your child has the opportunity to walk or bike to school regularly, which provides many benefits. Children that walk or bike to school get more exercise, are healthier, and arrive to school ready to learn. Another added benefit of walking or biking to school is reduced traffic congestion, which also reduces pollution and provides cleaner air.

Does your child already bike to school? If so, that’s great! Encourage them to keep biking. If not, take the time to bike to school with your child one day, show them the safest route, and teach them safety tips while biking and crossing streets. This will give them the confidence to bike to school on their own or with friends or neighbors.

Want to do more? Volunteer on Bike to School Day by leading a [bike train](https://mnsaferoutestoschool.org/wp-content/uploads/2022/06/031918-srs-biketrain-toolkit-final.pdf) or helping out with other activities at [***NAME OF SCHOOL***] on [***May 8th***]. For more information about Bike to School Day and volunteer opportunities, please contact:

[***NAME***] [***PHONE NUMBER***] [***EMAIL***]

Find out more about Bike to School Day at [www.walkbiketoschool.org](http://www.walkbiketoschool.org), or learn more about the Minnesota Safe Routes to School program at [www.mnsaferoutestoschool.org](file:///C:\Users\galquist\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\BQE50QTT\www.mnsaferoutestoschool.org).