

Walk to School Day – Sample Text

Newsletter

Walk to School Day is Wednesday, October 9th!

The annual [Walk to School Day](#) is coming up on [**October 9th**!] There will be a variety of events happening at [**NAME OF SCHOOL**], including

- [xx]
- [xx]
- [xx]

Encourage your child to walk to school with a friend on Wednesday, [**October 9th**] or participate in a walking school bus. Better yet, you can volunteer to help with a [walking school bus](#) in your neighborhood! For more information about Walk to School Day and volunteer opportunities, please contact:

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

Find out more about Walk to School Day at www.walkbiketoschool.org, or learn more about the Minnesota Safe Routes to School program at www.mnsaferoutestoschool.org.

Facebook Posts

The following Facebook posts were developed to make it easier for your school to promote Walk 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**]

Walk to School Day is coming up on Wednesday, [**October 9th**]! Encourage your child or neighbor to walk 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**]

Walking to school allows for a little bit of exercise before starting the day and improves children's learning. Join us Wednesday, [**October 9th**] for Walk to School Day, an annual celebration that promotes walking 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]

Walking 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 Wednesday, **[October 9th]** for Walk to School Day, an annual celebration that promotes walking 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 walking 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 Wednesday, **[October 9th]** for Walk to School Day at **[NAME OF SCHOOL]**, an annual, international event that promotes walking 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 5 (intended to be posted 1-2 days prior to WTSD)

[ACCOMPANYING SOCIAL MEDIA IMAGE HERE]

Pledge to Walk! Walk to School Day is this Wednesday **[October 9th]**. 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]**.

X (formally known as Twitter) Post (280 character limit)

[ACCOMPANYING SOCIAL MEDIA IMAGE HERE]

#WalktoSchoolDay is Wednesday, **[October 9th]** at **[NAME OF SCHOOL]**. Encourage kids to walk 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,

Walk to School Day is Wednesday, [**October 9th**], an annual international event that encourages children to walk 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 walk to school? If so, that's great! Encourage them to keep walking. If not, take the time to walk to school with your child one day, show them the safest route, and teach them safety tips while walking and crossing streets. This will give them the confidence to walk to school on their own or with friends or neighbors.

Want to do more? Volunteer on Walk to School Day by leading a [walking school bus](#) or helping out with other activities at [**NAME OF SCHOOL**] on [**October 9th**]. For more information about Walk to School Day and volunteer opportunities, please contact:

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

Find out more about Walk to School Day at www.walkbiketoschool.org, or learn more about the Minnesota Safe Routes to School program at www.mnsaferoutestoschool.org.