



LIVING

STREETS

LET'S  
WALK TO  
SCHOOL

# The MAGIC of WALKING

FIVE-DAY WALKING challenge



**WALK TO SCHOOL WEEK  
2024 COMMS PACK**

# CONTENTS



1. Email header/footer graphic
2. Social media graphics
3. Social media posts content
4. Parents/Carers' comms/newsletter content
5. Press release template

## 1. EMAIL HEADER/FOOTER GRAPHIC



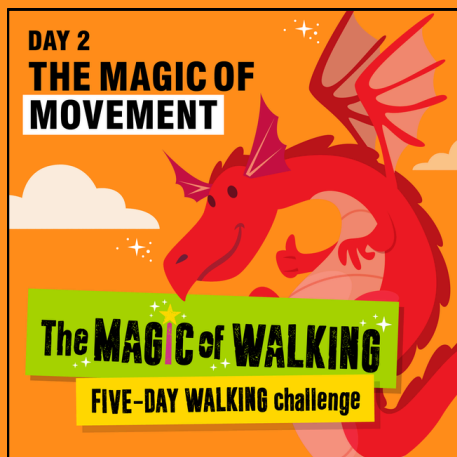
DOWNLOAD



# 2. SOCIAL MEDIA GRAPHICS



DOWNLOAD 



DOWNLOAD 



DOWNLOAD 



DOWNLOAD 



DOWNLOAD 



DOWNLOAD 



DOWNLOAD 

### 3. SOCIAL MEDIA POSTS CONTENT

This week is @LivingStreets' #WalktoSchoolWeek! Our pupils will learn about important reasons to walk and the difference it can make for individuals, communities and the planet as they discover the #MagicOfWalking

URL: [livingstreets.org.uk/wtsw](https://livingstreets.org.uk/wtsw)

It's @LivingStreets' #WalktoSchoolWeek and our pupils are ready to feel the #MagicOfWalking. Our school is proud to celebrate the #walktoschool along with hundreds of thousands of pupils this week.

URL: [livingstreets.org.uk/wtsw](https://livingstreets.org.uk/wtsw)

This week our school is celebrating cleaner air, safer streets and healthier children with @LivingStreets' #WalktoSchoolWeek. Share your walk to school snaps with us! #MagicOfWalking

URL: [livingstreets.org.uk/wtsw](https://livingstreets.org.uk/wtsw)

## 4. PARENTS/CARERS' NEWSLETTER CONTENT

Dear Parent/Carer,

Our school is taking part in Walk to School Week (20-24 May). The nationwide event is organised by walking charity Living Streets and designed to help pupils experience first-hand the importance of walking to school. Children will be well on their way to reaching their recommended minimum 60 minutes of physical activity per day before even reaching the school gates! Not only will it set them up for a positive day in the classroom, but it will also help create healthy habits for life.

This year's challenge, The Magic of Walking, encourages children to travel actively to school every day of the week. Meeting various magical beings along the way, they'll learn about the important reasons to walk and the difference it can make for individuals, communities and the planet! Each pupil will be challenged to travel sustainably (walk, wheel, scoot, cycle or Park and Stride) to school every day for one week using the wallchart and stickers to log their journeys. Each class will work collectively to make as many active journeys to school as possible across the week. Individual activity diaries, daily stickers and end of week pupil rewards will complement this activity, reinforcing the benefits and keeping children engaged.

What do I need to do as a parent/carer? We would ask, if possible, to make arrangements so that your child/children can travel actively to school on week commencing 20th May, helping our school reduce congestion and pollution around the school gates. In return, your child will earn special stickers and a reward trophy! Walking, wheeling, scooting and cycling all count! If you live far away from school and need to drive or take public transport, try parking the car or hopping off the bus/train ten minutes away and walking the rest of the journey.

Thank you in advance for your cooperation.

## 5. PRESS RELEASE TEMPLATE

**NAME OF TOWN** pupils take to the streets for Walk to School Week (20-24 May 2024)

- Pupils in school/town/city will join thousands of children across the UK to take to their feet for Living Streets' Walk to School Week (20-24 May).
- This year's challenge, The Magic of Walking, will engage pupils on how being active on their way to school helps improve their health, happiness and local environment.
- Walk to School Week takes place during Living Streets' National Walking Month each May, with this year's campaign also focussing on the magic of walking and the impact it can have.

Pupils in **school/town/city** will join thousands of children across the UK to celebrate the benefits of walking during Walk to School Week (20-24 May 2024).

Walk to School Week is organised by Living Streets, the UK charity for everyday walking, as part of their National Walking Month campaign each May.

Families are encouraged to walk, wheel, cycle, scoot or 'Park and Stride' for the whole week to see the big differences that come from small steps, from healthier and happier children to fewer cars outside the school gates. This year's challenge, The Magic of Walking, encourages children to travel actively to school every day of the week. Meeting various magical beings along the way, they'll learn about the important reasons to walk and the difference it can make for individuals, communities and the planet!

Pupils from **school/town/city** will enjoy Living Streets' Walk to School Week classroom packs, filled with activities to complete on the way to school and in the classroom. Each day, The Magic of Walking challenge teaches pupils about five important reasons to walk and the impact it can have – including sustainability, inclusion, health, mindfulness and friendship.

Daily stickers and an extra special reward are up for grabs at the end of the week for those who travelled actively every day. Walk to School Week classroom packs, containing resources for up to 30 pupils, are available to order now.

Last year, over 300,000 pupils across the UK took part in Walk to School Week, with this year looking to be bigger than ever.

Katherine Holcroft leads on Living Streets' walk to school programme, she said:

“Walk to School Week is a wonderful opportunity for pupils across the UK to come together and enjoy the many benefits of walking to school.

“Swapping the school run for a school walk, wheel or cycle is an easy way to stay fit, healthy and happy. At the same time, the local community benefits from reduced congestion and pollution.

“We are thrilled that pupils, their families and carers are enjoying the magic of walking with us this Walk to School Week.”

For more information on Walk to School Week and to get your classroom packs, visit [livingstreets.org.uk/wtsw](https://livingstreets.org.uk/wtsw)

Notes to editors:

- Walk to School Week has been run by Living Streets, the UK charity behind the National Walk to School campaign, for over 20 years. It forms part of the charity's National Walking Month, where people of all ages and abilities are encouraged to enjoy the benefits of walking.
- Classroom packs are undated so can be used during any week of the year.
- Each pack contains resources for a classroom of up to 30 pupils and are available in KS1/P1-3 and KS2/P4-7 variants, featuring differing, age-appropriate activities.
- To find out more about Walk to School Week, visit [livingstreets.org.uk/wtsw](https://livingstreets.org.uk/wtsw)

For more information contact: Sarah Philpott, Communications Coordinator for Living Streets [Sarah.philpott@livingstreets.org.uk](mailto:Sarah.philpott@livingstreets.org.uk) | 07896 309967