



**LET'S  
WALK TO  
SCHOOL**



**WALK TO SCHOOL WEEK  
2026 COMMS PACK**

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## 1. EMAIL HEADER/FOOTER GRAPHIC



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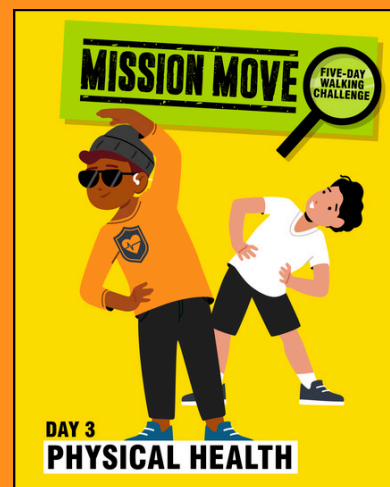
# 2. SOCIAL MEDIA GRAPHICS



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### 3. SOCIAL MEDIA POSTS CONTENT

We're excited to be taking part in #WalktoSchoolWeek by @LivingStreets! Our pupils will learn about the important reasons to #WalktoSchool and the benefits for individuals, communities and the planet as they take on #MissionMove  
URL: [livingstreets.org.uk/wtsw](https://livingstreets.org.uk/wtsw)

It's #WalktoSchoolWeek and our pupils are ready to take on #MissionMove thanks to @LivingStreets! We're proud to celebrate the #WalktoSchool and raise awareness for the benefits of walking and wheeling.  
URL: [livingstreets.org.uk/wtsw](https://livingstreets.org.uk/wtsw)

This week our school is celebrating cleaner air, safer streets and healthier children for #WalktoSchoolWeek by @LivingStreets. We can't wait to see what our pupils discover on this five-day walking challenge!  
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 (18-22 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, Mission Move, encourages children to travel actively to school every day of the week. Meeting our friendly cartoon secret agents along the way, pupils will learn about the important reasons to walk or wheel and its benefits for individuals, communities and the environment! 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 18 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 (18-22 May 2026)

- 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 (18-22 May).
- This year's challenge, Mission Move, 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 wheeling and its associated health and economic benefits.

Pupils in **school/town/city** will join thousands of children across the UK to celebrate the benefits of walking during Walk to School Week (19-23 May 2025).

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, Mission Move, encourages children to travel actively to school every day of the week. Meeting friendly cartoon secret agents along the way, pupils will learn about the important reasons to walk or wheel and its benefits for individuals, communities and the environment!

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 Mission Move challenge teaches pupils about five important reasons to walk and the impact it can have – including physical and mental health, sustainability, road safety and community.

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 250,000 pupils across the UK took part in Walk to School Week, with this year looking to be bigger than ever.

Tanya Braun, Director of External Affairs and Fundraising, Living Streets said:

“Walk to School Week is a fantastic opportunity for families to discover the physical and mental health benefits of walking to school.

“Pupils who get active before the school day are happier and find it easier to focus, research shows. And swapping the school run for a walk or wheel takes cars off the road at the busiest times of day, making streets safer and less polluted for everyone.

“Only around 50% of pupils walk to school in the UK, so it’s also a great chance for families to try out a calmer approach to the school day. Why not give it a go and enjoy the fresh air this Walk to School Week?”

Notes to editors:

- Walk to School Week has been run by Living Streets, the UK charity behind the 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 and wheeling.
- 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)

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