



Dear parent/carer,

Your child's school has chosen to be part of an exciting behaviour-change initiative to encourage more children and their families to walk to school. **WOW – the walk to school challenge** is delivered by Living Streets, the UK charity for everyday walking, to help as many children as possible experience the benefits of walking to school.

The pupil-led challenge will see children self-report how they get to school every day. If they travel sustainably at least once a week for a month, they get rewarded with a badge. It's that simple!

### **What are the benefits of walking to school?**

Walking to school helps children feel happier and healthier. They arrive refreshed, healthy and ready to learn. More families walking means fewer cars on the road, helping to reduce congestion and pollution at the school gates.

### **What if we can't walk to school?**

If you live too far away or don't have time to walk the whole way to school, you can Park and Stride to help your child earn their WOW badge. Simply park or hop off public transport **at least ten minutes away** from the school and walk the remaining journey.

### **What is a WOW badge?**

There is a unique WOW badge to earn every month if you walk, wheel, cycle, scoot or Park and Stride at least once a week. Each badge has been designed by a pupil from across the UK as part of our annual WOW Badge Design Competition.

Pupils will start the year by completing a celebration of the *Wonders of the World*. From November, they will then *Walk for the World*, earning badges featuring wildlife they can help protect from climate change through sustainable travel.

The badges are made in Cornwall from repurposed plastic material that was otherwise destined for landfill, including fridge trays, plastic plates and yoghurt pot off-cuts. For more information, visit: [livingstreets.org.uk/recycling](http://livingstreets.org.uk/recycling)

In the UK, thousands of schools and around one million pupils are enjoying the benefits of walking to school with WOW. Will you join us?

If you have any questions about the programme, please contact ....., or find more information at: [livingstreets.org.uk/wowlaunch](http://livingstreets.org.uk/wowlaunch)

### **Let's swap those school runs for school walks.**

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