



Tuesday 24th September 2024

RE: WOW Walk to School Challenge

Dear Parents/carers,

Living Streets' **WOW – the walk to school challenge** is back to help encourage as many children as possible to experience the benefits of walking to school.

As you know, WOW is a pupil-led initiative where children self-report how they get to school every day. If they travel actively (walk/wheel, cycle, scoot or Park and Stride) at least once a week for a month, they get rewarded with a badge. It's that easy!

What are the benefits of walking to school?

- Children feel happier and healthier
- They arrive to school refreshed, and ready to learn
- Helps reduce congestion and pollution at the school gates

What if we can't walk to school?

If driving, 'Park and Stride' to help your child earn their WOW badges. Park **at least ten minutes** away from the school and walk the remaining journey.

If using public transport, hop off **at least ten minutes away** and walk the rest (recorded as 'other' on the WOW Travel Tracker).

The WOW badges

There are 11 new WOW badges to be earned, one for every month of the school year. Each badge has been designed by a pupil from across the UK as part of our annual WOW Badge Design Competition.

WOW 2024/25 encourages pupils to **Walk with Imagination**, with a selection of badges ranging from a Bird's Eye View to Road Surfing up for grabs.

The badges are made in Cornwall from 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



In the UK, last year, around 2,300 schools and over 600,000 pupils enjoyed the benefits of walking to school with WOW. Will you join us?

If you have any questions about the programme, please contact Mrs Banks.

Let's swap those school runs for school walks.

Yours sincerely

Mrs Banks
Teacher
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