



## Introducing WOW to parents and carers

We're pleased to announce that your child's school is joining Living Streets' Walk to School campaign during the 2017/18 academic year.

From September your child will be taking part in WOW, the year-round walk to school challenge. Pupils log their daily journeys to school each day on the WOW Travel Tracker and those that walk to school at least once a week for a month earn a WOW badge, with 11 to collect across the year.

Each year, the 11 WOW badges follow a new theme, all of which are designed by pupils in our annual badge design competition. This year's theme is Walk the Americas. Each badge is made in the UK from recycled yoghurt-pot material.

Our augmented reality app is now back and brings our WOW badges to life. You can download it for free via the App Store, Google Play and Amazon. To find out more visit: [www.livingstreets.org.uk/wtsapp](http://www.livingstreets.org.uk/wtsapp).

### **Why walk to school?**

Fewer children walk to school than they did 20 years ago. In fact, just 17% of the nation's children get the recommended hour a day's exercise. Help us get more children walking to school again and experiencing the benefits this simple act brings.

Walking to school helps children feel happier and healthier and even do better in class because they arrive fit, refreshed and ready to learn. More families walking means fewer cars on the road during the school run, 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 and it still counts as an active journey. Park, or hop off public transport, at least ten minutes away from the school and walk the rest of the way.

Join us, thousands of schools and around one million pupils enjoying the benefits of walking to school across the UK. If you have any questions about the programme, please contact your child's teacher or for more information visit:

[www.livingstreets.org.uk/walktoschool](http://www.livingstreets.org.uk/walktoschool).

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

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