



Dear parent/carer

Living Streets' WOW — the year-round walk to school challenge is back to help encourage as many children as possible to experience the benefits walking to school brings.

WOW is a pupil-led initiative where children self-report how they get to school every day. If they travel sustainably (walk, cycle or scoot) once a week for a month, they get rewarded with a badge. Its that easy!

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

Walking to school helps children feel happier and healthier and they arrive refreshed, fit 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 you 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. Park or hop off public transport at least ten minutes away from the school and walk the rest of the way.

*Did you know? The WOW badges are made using excess yoghurt-pot material previously destined for landfill and are produced in the UK, minimising our carbon footprint. The packaging we use is 100% biodegradable. Living Streets is proud to have found a brilliant use for landfill material.*

Thousands of schools and around one million pupils are enjoying the benefits of walking to school across the UK. Will you join us?

If you have any questions about the programme, or for more information visit: [www.livingstreets.org.uk/WOW](http://www.livingstreets.org.uk/WOW)

**Let's continue to swap those school runs for school walks.**