



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 enables children to 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 (this may increase as the year goes on), they get rewarded with a badge. It's that simple!

### 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?

Park and Stride to help your child earn their WOW badges. You can 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 are 11 badges to be earned from September 2023 – July 2024. Each badge has been designed by a pupil from across the UK as part of our annual WOW Badge Design Competition. A new badge can be earned every month if you walk/wheel, cycle, scoot or Park and Stride at least once a week.

The badges are made in Cornwall from recycled 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](https://livingstreets.org.uk/recycling)

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

Find more information and useful videos at:

[livingstreets.org.uk/wowlaunch](https://livingstreets.org.uk/wowlaunch)

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

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