



Dear parent/carer,

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 behaviour-change initiative where children self-report how they get to school every day. If they travel sustainably (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?

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?

Remember, 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.

The WOW badges

There is a new set of 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.

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

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 Miss Coley, or find more information at: livingstreets.org.uk/wowlaunch

Let's swap those school runs for school walks.

America House, 2 America Square, London EC3N 2LU
020 7377 4900 info@livingstreets.org.uk livingstreets.org.uk