



Sample Walk+Roll May Challenge Messages

The following sample messages can be used to get the word out and about for your Walk+Roll May Challenge event(s). They can be adapted for posting on websites and social media, in newsletters, school announcements or assemblies.

Remember that you can celebrate in whatever way works best for your school. Common celebrations are done all month, during one day per week (such as a Walking Wednesdays), or for one whole week during the month. National Bike to School Day is Wednesday, May 8, so many schools also choose that day for bigger festivities!

May Celebrates the Walk+Roll Challenge

May is the Walk+Roll Challenge. It's the perfect opportunity for parents and kids to get outside together and stretch those legs! Walk, bike, skate, scoot, and roll to and from school to improve physical and mental health, create a healthier environment, safer streets, make friends and have fun! Walking and rolling are great forms of exercise and help kids get the 60 minutes of daily physical activity they need. They're also great ways to stay active with summer on its way.

For Walk+Roll May Challenge event resources, visit www.thestreettrust.org/walkroll. Schools that celebrate the Walk+Roll May Challenge can register their event online, download posters to publicize their event, and order free incentives to give to students.

May is the Walk+Roll Challenge Month!

Keep active this spring and join schools across Oregon to celebrate the Walk+Roll May Challenge. Walking, biking, skating, scooting, and rolling to school is exhilarating and fun - give it a try this May! Here are some ideas:

- If you can walk or roll safely to school, leave the car at home and travel to school by walking and rolling with your friends.
 - If you live too far to walk or roll the whole way, try getting dropped off at a friend's house or a few blocks away from the school so you can walk the last leg.
 - If you take the school bus, have a walk in the school yard or do a few laps around the track at break time so you can get active too!
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Sample Newsletter Template - Before May

We are excited to announce that <<Name of School>> will be taking part in the Walk+Roll May Challenge <<all month long, from date - date, specific date, etc.>>!

Walking, biking, skating, scooting, and rolling to school have many potential benefits, including benefits for your child's health and well-being (like opportunities to learn and socialize on the way to school, and arriving to school alert and ready to learn), our community (reduced traffic congestion around the school) and the environment, too.

<<Describe the event. Are there any big celebration days? On those days will there be music, hot chocolate, incentives? Coffee inside for the parents and a chance to meet other parents?>>

Walk and roll with your child to school <<date(s)>> to join in the celebration! If you're on your way somewhere else and plan on driving to your next destination, consider walking and taking transit (see Google maps for available transit routes to/from your destination: <https://www.google.com/maps>), or park/drop your child off a block or two away from the school to walk the rest of the way in. If you're not able to join, encourage your child to walk or roll with a friend.

Newsletter Template - Week of Bigger Celebration Day

Come join us this <<date>> as our school participates in the Walk+Roll May Challenge, celebrating keeping active and getting ready for a fun summer.

<<Describe the event. Will there be music, hot chocolate, incentives? Coffee inside for the parents and a chance to meet other parents?>>

Walk or roll with your child to school this _____ day to be part of the fun. If you're on your way somewhere else and plan on driving to your next destination, consider walking and taking transit (see Google maps for available transit routes to/from your destination: <https://www.google.com/maps>), or park/drop your child off a block or two away from the school to walk the rest of the way in. If you're not able to join, encourage your child to walk or roll with a friend.

Newsletter Template - First week of June

Thanks to everyone who joined us last month for the Walk+Roll May Challenge at <<Name of School>>. Our school took part in a celebration of walking and rolling to school to get ready for a fun and active summer!

{Include pictures from Walk+Roll event}

Thank you to all the students, staff, volunteers and parents at our school who helped us increase awareness and enthusiasm for walking and rolling to school. Let's keep it up! Get some fresh air and sunshine as you take part in a healthy active lifestyle with your child, every day.