



12th December 2024

Dear parent/carers,

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, 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/wheel the remaining journey.

What is a WOW badge?

There are different badges to be earned each month. 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 theme for the badges this year is **Walk with Imagination** with badges showing pupils travelling to schools in a range of imaginative ways from flying on a dragon to surfing down a river!

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)