

Plan and Promote Your Walk or Bike to School Event



A successful walk or bike to school event can be simple or elaborate. Here are some tips for making it worthwhile and fun!

Gather Support

- Get the principal's approval.
- Build a team!
- Engage the community!
- Potential supporters include:
 - » PTA/PTO
 - » School staff
 - » Law enforcement
 - » Businesses
 - » Public officials
 - » Community leaders

Plan It

- Decide what type of event fits your school and community.
- Schedule it for maximum impact and participation.
- Involve ALL students.
- For more see **WAY TO: Include Students When It's Too Far or Unsafe**. Available here: http://saferoutesga.org/Resources/Too_Far_Unsafe.pdf
- Spice it up! Consider bike trains, walking school buses, park and walk sites, on campus walks, contests, guest speakers, and frequent walker programs. For more see **WAY TO: Spice Up a Walk or Bike to School Event**. Available here: http://saferoutesga.org/Resources/Spice_It_Up.pdf

Promote it

- Get the word out to parents and students through:
 - » Announcements
 - » Newsletters
 - » Flyers
 - » Posters, etc.
- Let the community know through:
 - » Signs at local businesses
 - » Local media coverage
 - » Banners held by smiling students, etc.



Timothy Road Elementary School in Athens hosted a walk to school event to celebrate the school's Safe Routes to School program. The event featured kids walking from home, a park and walk site, a walking school bus, and an assembly hosted by the mayor.

REGISTER YOUR EVENT!

Is your event on or around International Walk to School Day, the 1st Wednesday of October?

Register at www.walktoschool.org.

Is your event on or around Georgia Walk to School Day, the 1st Wednesday in March?

Register at www.saferoutesga.org.

Is your event at another time of year? Recurring? We still want to know & want to support you. Contact your School Outreach Coordinator.



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Short on time? **YOU TOO** can have a Walk/Bike to School Day event in 7 days and 7 steps!

DAY 1: Get principal approval and PTA/PTO support.

DAY 2: Register your event (if planned around an official Walk to School Day) and notify your School Outreach Coordinator.

DAY 3: Invite students and parents to participate.

DAY 4: Plan your event activity or activities.

DAY 5: One week, then two days, and the day before remind students with announcements. Get creative and build excitement!

DAY 6: Create posters and/or banners to advertise the event and greet students as they arrive. Reward participants with incentives!

DAY 7: Ask students and parents for feedback and use that feedback for future events.



Centennial Academy in Gainesville has an established walk at school program. Here hundreds of kids walk "the morning mile" on International Walk to School Day.

Why a Walk or Bike to School Event?

- Encourage physical fitness
- Raise awareness of traffic/walking safety
- Create environmental awareness
- Provide a quality experience of families
- Kick off a Safe Routes to School initiative

Got questions? Your School Outreach Coordinator is here to help.



Find flyer templates, banners, and other downloads at: <http://saferoutesga.org/resources/downloads>
Learn more at www.walktoschool.org and www.saferoutesga.org

