# **February 2019 Walk and Roll Event – Sample Newsletter Text** Alameda County Safe Routes to Schools

## Spread the word! Text for your school newsletter

Promoting your ongoing event is a big part of its success – your students and parents need to know about the event in order to participate! We recommend that you use two or three ways to spread the word about the event, starting with the school newsletter.

We recommend placing the following text in your school newsletter at least one week in advance of the event. Check with the editor of the newsletter to see when they will need the content since the lead time may be several weeks. Before submitting to the newsletter, replace the yellow highlighted fields with details about your event and be sure to note important safety information.

After the school newsletter is published, follow-up with reminders to students over the PA, to parents via the auto-call, school marquee, and/or at parent meetings.

## Sample Newsletter Text

### Safe Routes to Schools February Walk & Roll Day: Healthy Hearts

### date

*The students, parents, and teachers at [name of school] are building the walk and roll excitement! We will be celebrating Walk and Roll to School Day [frequency - i.e. each month, every week]. Our [first/next] event will be on [date].*

*[optional theme and activity] The February theme is:* ***Healthy Hearts!***

*Walking and rolling to school is an easy way to do something good for your heart. So this February, let’s celebrate this hard working muscle! On the morning of the walk and roll event, come visit the welcome table to learn more about your heart. Did you know, for example, that laughter is good for your heart? It reduces stress and boosts your immune system! Looking forward to seeing you the morning of our walk and roll to school event!*