Newsletter Text for the April Walk and Roll Event

## Get the Word Out! Template Text for Your School Newsletter

Promoting your Walk and Roll 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 avenues to let students and parents know about the event. A great avenue is the school newsletter.

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

After publishing in the school newsletter, follow up with announcements to students over the PA, remind parents via the auto-call, school marquee, and/or at parent meetings.

### Alameda County Safe Routes to Schools Program: April Walk and Roll Event

### date

*The students, parents, and teachers at [name of school] are encouraged to participate in our [first/next] [frequency - i.e. each month, every week] Walk and Roll to School Day event on [date]. Supervised by adults or older students, the event offers a safe way for students to walk, bike, scooter, or skate to school with their friends. Benefits includes physical activity, students being more ready to learn once the school day begins, the opportunity to socialize with students in other grades at their school, and just plain fun.*

[optional theme and activity] April’s theme is **Save the Earth!**

To coincide with Earth Day on April 22, April’s Walk and Roll event is Save the Earth! Did you know that the biggest contribution you can make towards a healthier planet is to find ways for your student to walk or roll to school, instead of driving them? This reduces your carbon footprint since you are choosing a “green” mode of transportation.

Visit the welcome station with your student when you get to school and learn more about decreasing your carbon footprint. We will be passing out a fortune teller origami game that can predict different ways your family can make positive changes in your community!