Additional Resources

Get the Word Out! Template Text for Your School Newsletter

Your students and parents need to know about your event in order to participate! In your communications, be sure to use two or three avenues that reach students and parents, starting with the school newsletter.

Customize this template to share details about your event, making sure to note important safety information. Sending out your newsletter a week in advance of the big day is ideal. Check in with your school newsletter’s editor to see if this timing is possible, and to ask when they will need the information from you. They might need it several weeks in advance.

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.

**English**

Safe Routes to Schools January Walk & Roll Day: Make a Change

[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 January theme is: **Make a Change!**

This January, we encourage you and your child/children to walk or roll to school more often. Small changes like this can have large impacts, like more activity, more time to bond with your child, and a chance to do something positive for the environment. As a part of the New Year, make a pledge to keep walking and rolling as much as you can throughout the year.

On the morning of the walk and roll event, encourage your child/children to visit us at the event welcome table to fill out a pledge card to commit to walking and rolling more in 2020!