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

## Promotion is a big part of having a successful Walk & Roll to School Day. Your students and parents need to know about the event in order to participate! We have provided the following sample text for your school newsletter. 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.

## In addition to sharing this information in the school newsletter, you also can follow up with announcements to students over the PA and remind parents via the auto-call, school marquee, and/or at parent meetings.

## Customize this template to reflect the activities you're planning at your school and to note important safety information relevant to your school, etc. Please note the items that are highlighted need to be changed with your event’s information before passing on to your newsletter editor.

SPANISH

## Día de Caminar y Llegar en Bicicleta de Rutas Seguras a la Escuela: ¡Camine por el Voto!

## Date

## Los estudiantes, padres y maestros de [name of school] ¡estamos fomentando la emoción de caminar y andar en bici! Celebraremos el Día de Caminar y Llegar en Bicicleta a la Escuela [frequency – i.e. cada mes, cada semana]. Nuestro [primer/siguiente] evento será el día [date].

## [*Use the following text if your school is using the optional theme or doing the activity.*] Noviembre es el momento de reflexionar sobre nuestros deberes cívicos. Muchos de los logros de los ciclistas y peatones que disfrutamos hoy han sido el resultado del voto de la gente, y para el Día de Caminar y Llegar en Bicicleta de noviembre, realizaremos una "elección" donde usted y su familia pueden votar por su forma favorita de llegar a la escuela. Queremos escuchar de las familias de cuáles opciones de transporte saludable utilizan, y esperamos que usted se una a la diversión llenando una boleta Walk & Vote (Caminar y Votar) junto con su joven votante.

## Esta es una excelente oportunidad para celebrar nuestra salud, el medio ambiente y el espíritu de nuestra escuela. ¡Nos vemos en la acera!

The Alameda County Safe Routes to Schools Program is a program of the Alameda County Transportation Commission (alamedactc.org) and is funded with Alameda County’s local sales tax Measure B, regional, state and federal funds.



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