



Additional Resources

Get the Word Out! Template Text for Your School Newsletter

Promoting your event is a big part of its success. Your students and parents need to know about the event in order to participate! Use two or three avenues that reach students and parents, starting with 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.

Safe Routes to Schools Walk & Roll Day: Be Safe, Be Seen!

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 December theme is: **Be Safe, Be Seen!**

Help your children dress from head to toe in their brightest colors for our upcoming walk and roll event. Then, stop by the walk and roll table to show off your colorful clothes!

Safe Routes wishes **[your school!]** a happy and safe holiday season!