**February 2020 Walk and Roll Event – Sample Newsletter Text**   
Alameda County Safe Routes to Schools

How to Use the Newsletter Text

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.

Sample Newsletter Text – *please update highlighted portions*

English

*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. This February, let’s celebrate one of our body’s hardest working muscles! On the morning of Walk and Roll to School Day, 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.*

*We’re looking forward to seeing you on the morning of Walk and Roll to School Day!*