# 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, so use two or three avenues that reach students and parents, starting with the school newsletter.

Consider using the following text for your school newsletter. 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 and remind parents via the auto-call, school marquee, and/or at parent meetings.

**English Newsletter Text**

### Alameda County Safe Routes to Schools Ongoing Walk and Roll Day for March

### 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, classroom readiness, socialization, and just plain fun. [add the following if before March 6 and school is participating in the GSC] Be sure to participate, as this event counts as part of our school’s participation in the Golden Sneaker Contest.*

*[optional theme and activity] The March theme is* ***March into Spring!***

*With spring around the corner, we will welcome the season with a March into Spring Walk and Roll to School Day. After your group arrives at school, encourage your child to visit our welcome station to complete a coloring/activity sheet centered around why she or he loves walking. We will post completed sheets around school to help encourage other students, parents, and teachers to choose walking and rolling to school.*