Newsletter Text for the April Walk and Roll Event

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

Promoting your Walk and Roll event is a big part of its success. Your students and parents need to know about the event in order to take part. We recommend that you use two or three avenues to let students and parents know about the event. One great option is your school newsletter.

Consider using the following text to make an announcement in your school newsletter at least one week in advance of your event. 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 about 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.

### English

### Alameda County Safe Routes to Schools Program: April Walk and Roll Event

### 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, students being more ready to learn once the school day begins, the opportunity to socialize with students in other grades at their school, and just plain fun.*

[optional theme and activity] April’s theme is **Healthy Kids = Healthy Planet.**

The idea this month is to celebrate how walking and biking accomplish two great things at once: they keep kids active, and they’re part of managing the Earth’s resources wisely.

At April’s Walk and Roll event, come stop by the welcome table to learn more about ways you can improve your health and decrease your carbon footprint at the same time. We will be [insert with your activity choice].

To learn more ways to link healthy actions, check out [Action for Healthy Kids](https://www.actionforhealthykids.org/), a national nonprofit that works to make schools healthier places for all. There, you can find more information about [Every Kid Healthy Week](https://www.actionforhealthykids.org/every-kid-healthy-week-resources/), which gives a number of different ideas you can try out in your own life.