

# IWALK Fall Promotional Pieces

Directions: Please cut and paste the following pieces into the appropriate communication medium.

## Promotional Write-Up for Websites, Newsletters, Emails, Blogs: (under 150 words)

### Walk to School Month: Register Today!

International Walk to School Month (and Walk at School Month) is coming up in October. Join us and walk for the environment, physical activity, safety and fun! Register online at <https://www.surveymonkey.com/r/IWALK2023> or <https://www.surveymonkey.com/r/FrenchIWALK23> by Monday, October 23<sup>th</sup> to receive IWALK stickers for all participating students in your school.

All schools/groups who register and complete the Feedback Form at the end of October will qualify for a prize draw that includes some super walking and biking prizes!

This year's prizes include:

- a one-year school digital subscription to Green Teacher and a copy of Teaching Kids About Climate Change, donated by **Green Teacher**
- six \$50-off certificates, donated by **Aerobics First**
- six \$50 bike tune-up gift certificates from **Halifax Cycles**
- a commuter backpack, donated by **Decathlon**
- 30 pedometers, enough for one class, donated by **Ecology Action Centre**

## Facebook & Short Notice: (under 50 words)

### Walk to School Month: Register Today!

October is International Walk to School Month (and Walk at School Month). Join us and walk for the environment, physical activity, safety and fun! Schools/groups who register & complete Feedback Form by Nov 8<sup>th</sup> qualify to win great prizes! Register online at <https://www.surveymonkey.com/r/EvaluationIWALK23> or <https://www.surveymonkey.com/r/EvaluationIWALK23French>

## Twitter (under 140 characters)

October is #walktoschool Month @EcologyAction: Register by October 24th to receive stickers & qualify to win great prizes <https://www.surveymonkey.com/r/IWALK2023> or <https://www.surveymonkey.com/r/FrenchIWALK23>