



## Announcement Template for newsletters, websites and social media

Winter Walk Day at [insert school/organization name] will take place on [insert date and time in February]. We encourage as many children, youth and their families as possible to walk that day. [Insert details about your event such as where to meet, what will happen, etc.]

Winter is still a great time to walk and be outside! Schools, youth groups and others are invited to walk at school or around the neighbourhood, walk to school, or go for a hike on Winter Walk Day. Don't let cold, wind, snow or rain keep children and youth from heading out for a walk. If they dress for the weather and practice winter safety, they're ready to go! Walking is fun when you walk together. The extra physical activity is good for our bodies. It's good for the environment if you use active transportation because it lessens the number of vehicles on our streets.

Be sure to do your part on Winter Walk Day and everyday! If you are responsible for clearing snow and ice from the sidewalk in front of your home or business, please ensure you do so as soon as possible after a snowfall or freezing rain.

Winter Walk Day is a partnership of the **Ecology Action Centre** and the **NS Department of Communities, Culture, Tourism and Heritage**; it is a winter campaign designed to help Nova Scotian children and youth improve their health and quality of life by being outdoors and active in winter.

Learn more about **Winter Walk Day** at <https://ecologyaction.ca/our-work/transportation/winter-walk-day>