

# IWALK Fall Promotional Pieces 2018

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/IWALK2018> by September 30 to receive IWALK stickers for all participating students in your school.

All schools/groups who register and complete the Award and Feedback Form at the end of October will qualify for a prize draw that includes a classroom kit of pedometers, reflective arm/leg bands and pins, a one-year digital subscription to Green Teacher magazine and a copy of Teaching Kids about Climate Change donated by Green Teacher, five \$50 off coupons from Aerobics First, five bike maintenance service certificates from Halifax Cycles, and a bike for a bike-minded student from Cyclesmith.

## **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 Oct 31 qualify to win great prizes! Register online at <https://www.surveymonkey.com/r/IWALK2018>

## **Twitter (under 140 characters)**

October is #walktoschool Month @EcologyAction: Register by Sept 30 to receive stickers & qualify to win great prizes <https://www.surveymonkey.com/r/IWALK2018>