



LIVING

STREETS

LET'S
WALK TO
SCHOOL

Discover
more...

WOW
Walk to
School
app



BRING YOUR WOW BADGE TO LIFE



There's so much more to discover
about the monthly WOW badge.



What is WOW?

Your child's school has been taking part in WOW, the year-round walk to school challenge run by UK charity, Living Streets. Pupils record how they get to school on the WOW Travel Tracker and those who walk once per week for a month are rewarded with a themed badge. The scheme gets thousands of children on their feet across the UK.

What is the Walk to School app?

This school year we're taking the WOW challenge to a whole new level, we're going virtual!

You can now bring the monthly WOW badges to life with Living Streets' new and improved app. It's fun and easy to use. Unlock great new facts about the Americas and learn more about the animals and culture on each badge. Search for **WOW Walk to School** on Google Play, Amazon or iTunes stores.



Why are we encouraging walking to school?

A generation ago 70% of us walked to school, now it's less than half – we want to reverse this trend. Here are our top three reasons why walking to school will benefit you and your family.

Happier children – children who walk before school arrive refreshed, fit and ready to learn.

Cleaner air – By walking to school just once per week you can help improve the quality of air your child is breathing in.

Road safety – the walk to school is another opportunity for your child to learn road safety.



Visit livingstreets.org.uk/walktoschool to find out more about the Living Streets walk to school campaign.

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