

iWalk Facebook Campaign

iWalk Day: First Wednesday of October **Timeframe:** August – October

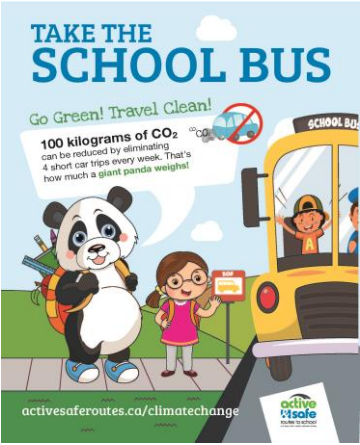
For promotional materials year-round please go to: activesaferoutes.ca/climatechange/

<p>2nd Last Week of August</p>	<p>Start the year off with healthy habits and #gogreentravelclean. Before your kids go #BacktoSchool, try practicing the route together. Check out these safety tips available in multiple languages: http://goo.gl/lhwiFv</p>
<p>Last Week of August</p>	<p>With school starting and more children walking and wheeling to school, drivers have a role to make our roads safe. Do you know what to do as a driver at a Pedestrian Crossover? Check out this PXO video in English or French: https://youtu.be/uUwohgdYFO0 or https://youtu.be/C2E8bltDYHI</p>
<p>1st Week of October</p> <p><i>Theme: Go Green! Travel Clean!</i></p>	<p>October is International Walk to School Month. Not only is walking to school good for your health, but it is also good for the environment. This year we are celebrating #gogreentravelclean! Children using active travel or taking the school bus, and parents avoiding idling their cars reduces air pollution. Walk or wheel with us on iWalk day (Oct. 2nd!) and every other day this month. Get your school excited and plan a fun event to celebrate. Get ideas at http://activesaferoutes.ca/resources/walking-and-wheeling-campaign-resources/ #gogreentravelclean #iWalk #iWheel</p>
<p>First Wednesday of October (iWalk Day)</p>	<p>Today is #iWalk day. Join millions of kids around the world this week and celebrate being active, having fun, and helping out the environment by walking or wheeling to school or the bus stop! #gogreentravelclean #elmoasrts</p>
<p>2nd Week of October</p> <p><i>Theme: Walk to school</i></p>	<p>Did you know that if 9 families walk or wheel to school over 1-year, CO2 emissions can be reduced by 1000 kilograms? That's how much a giraffe weighs! Be a role model by encouraging and participating in active travel with your children and school community. Check out Tony the Streetwise Cat as he teaches us how to cross the street safely at traffic lights. https://youtu.be/6qMuXjcrwal</p>

3rd Week of October

Theme: Ride the Bus

Did you know that by eliminating 4 car trips a week, you can reduce your CO2 emissions by 100 kilograms a year? That's the weight of a #panda! Try walking to the bus stop instead of driving. If your children can't walk or ride the bus to school, consider sharing rides with friends to reduce the number of cars on the road. For more information about riding the school bus, visit <http://www.mybigyellowbus.ca/> #gogreentravelclean #elmoarts



4th Week of October

Theme: Be Idle Free

120 kilograms of CO2 emissions can be reduced by avoiding idling your car 6 minutes a day for 1 year. For cleaner air around your school community, turn off your engines when parked. For more information check out the video below <https://youtu.be/b476Uz1BJ5M> #gogreentravelclean #elmosarts #beidlefree

October 31st / 1st Week of November

Thank you for participating in our #gogreentravelclean campaign. Even though #iWalk month is ending, consider making Walking & Wheeling Wednesdays to School part of your weekly routine. For ideas to keep it going, visit <http://activesaferoutes.ca/resources/walking-and-wheeling-campaign-resources/>