
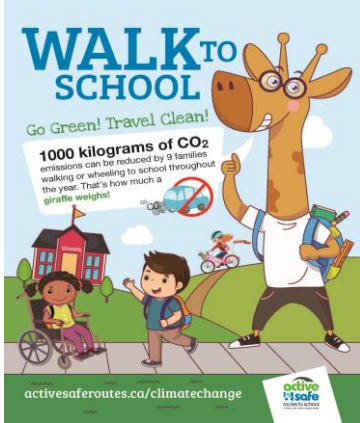
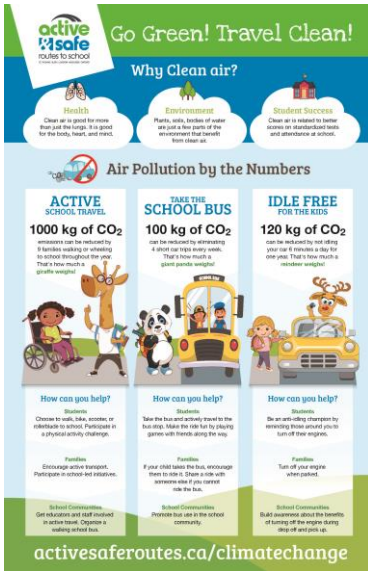
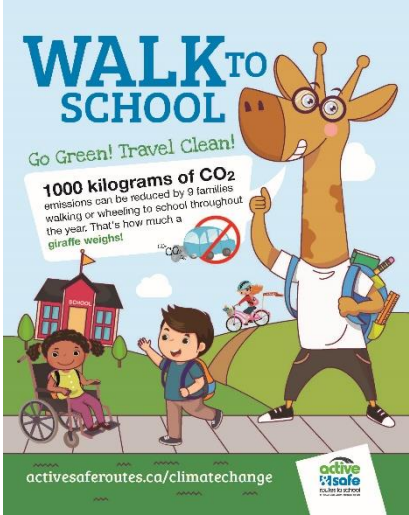


iWalk Twitter Campaign

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>Help your children be clean air champions this school year by walking or wheeling to school or the bus stop. Practice the route with your children and watch this video to learn how to cross safely at PXOs https://youtu.be/mL0TzMtQClw @LDCSB @TVDSB @TheHEALab #gogreentravelclean</p>
<p>Last Week of August</p>	<p>Ready for school? School supplies ✓ Healthy lunch packed ✓ Active route to school planned ✓ #WALKtoschool #WALKtothebus #gogreentravelclean @LDCSB @TVDSB @TheHEALab</p> 

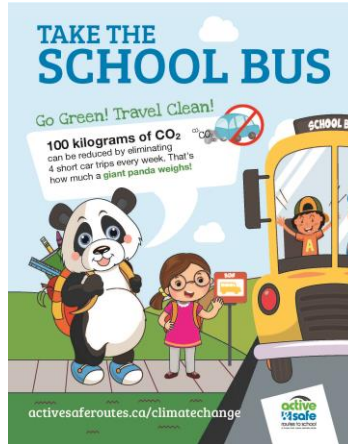
<p>1st Week of September</p>	<p>Welcome back to school! Start your school year off on the right foot...literally. Walking to your school or bus stop is good for your body, good for the Earth, and good for your grades. @LDCSB @TVDSB #gogreentravelclean #elmoasrts @CanadaWalks</p> 
<p>2nd Week of September</p>	<p>Want your children to walk and wheel to school or bus stop this year? Review these 11 safety tips http://activesaferoutes.ca/resources/safety-tips/ #gogreentravelclean #elmoasrts @tvdsb @ldcsb</p>
<p>3rd Week of September</p>	<p>Go Green! Travel Clean! Clean air helps keep our lungs and brain healthy! Children using active travel or taking the school bus, and parents avoiding idling their cars reduces air pollution in school communities. #gogreentravelclean @mybigyellowbus @LondonEnviroNet @TheHEALab</p> 

<p>4th Week of September</p>	<p>Walking or wheeling to school can help your child get their 60 minutes of recommended daily physical activity. Watch the video below to learn more https://youtu.be/OUuUUrHgRCc @inmotion4Life @ActiveMiddlesex #gogreentravelclean #walktoschool #iwalk #rideyourbike</p>
<p>1st Week of October</p> <p><i>Theme: Go Green! Travel Clean!</i></p>	<p>This Wednesday, students around the world will be walking or wheeling to school or their bus stop for #iWalk to school day. Will you? Take a picture of your active travel, tweet it with the hashtags #gogreentravelclean #elmoasrts</p>
<p>First Wednesday of October (iWalk Day)</p>	<p>Happy #iWalk day! Don't forget to snap some pics of your walk or wheel to school or the bus stop. Tweet and tag @mlhealthunit @theHEALab #gogreentravelclean #elmoasrts</p>
<p>2nd Week of October</p> <p><i>Theme: Walk to school</i></p>	<p>1) #DYK that if 9 families walk or wheel to school over 1-year, CO2 emissions can be reduced by 1000 kilograms. That's the weight of a giraffe! Take the #gogreentravelclean challenge and walk or wheel to school. #iwalk @TVDSB @LDCSB @theHEALab https://youtu.be/OUuUUrHgRCc</p> <p>2) Clean air helps keep our lungs and brain healthy, especially in growing children! Try walking or wheeling to school to reduce air pollution from cars in your community. #gogreentravelclean #elmoasrts @mybigyellowbus @TVDSB @OntarioAST @LDCSB</p> 

3rd Week of October

Theme: Ride the Bus

- 1) **#DYK** that by eliminating 4 car trips a week, you can reduce your CO₂ emissions by 100 kilograms a year. Try walking to the bus stop and riding the school bus instead of driving. **#gogreentravelclean #elmoasrts @mybigyellowbus @OntarioAST**



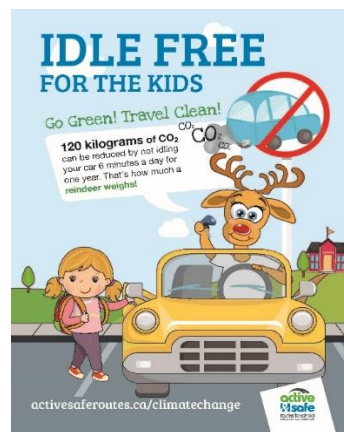
- 2) Be a clean air champion by walking to the bus stop and taking the bus to school! Taking the bus can reduce air pollution. Watch this video to learn more about benefits of taking the bus https://youtu.be/r4mcDt--p_w **#gogreentravelclean #elmoasrts @mybigyellowbus @TVDSB @LDCSC**

4th Week of October

Theme: Be Idle Free

- 1) **#DYK** by avoiding 6 minutes of idling per day for one year, you can reduce CO₂ emissions by 120 kilograms. That's the weight of a reindeer! Try turning off your car engine when parked at your child's school **#gogreentravelclean #elmoasrts @OntarioAST** <https://youtu.be/b476Uz1BJ5M>

- 2) Be a clean air champion! For cleaner air around your school community, turn off your engines when parked. **#gogreentravelclean #elmoasrts @Transport_gc @tvdsb @ldcsb**



October 31st / 1st Week of November	Even though #iWalk month is ending, continue to #gogreentravelclean . Consider making Walk & Wheel Wednesdays to School part of your weekly routine. For ideas to keep it going, visit http://activesaferoutes.ca/resources/walking-and-wheeling-campaign-resources/ @tvdsb @ldcsb @TheHEALab
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