

Walk to School 2017

Walk, ride or scoot and build healthy habits for life.



Sample copy for website, newsletter and email

We've developed sample new items that can be used on your council website, in your council newsletter or in emails to your school and/or local communities. The copy has been created to help you raise awareness of the Walk to School program and to either encourage your local schools or families to get involved.

Remember, if you want to add more messages, use the key messages document in your council portal. You may also like to add more local messaging/activities along with this copy.

Copy targeting primary schools

We've created two versions of this copy depending on the word count that is required.

Long version – 281 words with heading

Get ready, get set for Walk to School 2017!

Join the hundreds of primary schools across Victoria for a fun month of walking, riding and scooting to and from school. By participating, your school will have a chance to win some great prizes! Plus, you can order free materials including student certificates, posters, stickers and more.

This year Victorian kids are encouraged to put their best foot forward by decorating their shoes, bikes or scooters to make Walk to School even more fun. Participating schools can download a free art kit and lesson plan – so what are you waiting for? Register your school for VicHealth's Walk to School program today: walktoschool.vic.gov.au.

About Walk to School

Walk to School encourages Victorian primary school kids to walk, ride and or scoot to and from school. It's a great way to help kids learn healthy habits and achieve the recommended 60 minutes of physical activity every day. It also encourages primary schools, local councils and communities to make active travel easy, safe and accessible.

Along with the health benefits, it also reduces traffic congestion, saves on parking, helps us connect with family and friends and saves the environment!

Last year, over 750 primary schools across Victoria took part in Walk to School, with more than 144,000 kids recording more than 2.2 million walks, rides and scoots throughout October. We know school involvement is key, with the vast majority of kids taking part through their school.

There are so many great reasons to participate in Walk to School this October so what are you waiting for? Get your school community involved today because getting active is even more fun when we do it together: walktoschool.vic.gov.au.

Official community partner:



Official corporate partner:



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Short version – 111 words with heading

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This year Victorian kids are encouraged to put their best foot forward by decorating their shoes, bikes or scooters to make Walk to School even more fun. Participating schools can download a free art kit and lesson plan – so what are you waiting for? Register your school for VicHealth’s Walk to School program today: walktoschool.vic.gov.au.

Copy targeting parents and carers

112 words with heading

Join thousands of Victorian families for Walk to School 2017!

Every October, VicHealth’s Walk to School encourages Victorian primary school kids and their families to walk, ride or scoot to and from school every day. It’s a great way for the whole family to increase their physical activity levels. Plus, it is a chance to enjoy more time with your kids and meet other local families along the way.

Part way is okay! If you can’t walk the whole way, why not try parking the car a few blocks from your school and walk, ride or scoot the rest!

Last year, more than 144,000 students and their families took part in the program walking the equivalent of two return trips to the moon and with your families help, we can make 2017 our biggest year yet!

In 2017, we’re encouraging Victorian kids to put their best foot forward by decorating their shoes, bikes or scooters to make Walk to School even more fun.

Get involved with Walk to School and see our creative decorating tips and help your family build healthy habits for life: walktoschool.vic.gov.au.

Official community partner:



Official corporate partner:

