Dear parent/carer,

Your child's school has chosen to be part of an exciting initiative to encourage more children and their families to walk to school. **WOW – the walk to school challenge** is delivered by Living Streets, the UK charity for everyday walking, to help as many children as possible experience the benefits of walking or wheeling to school.

The pupil-led challenge enables children to self-report how they get to school every day. If they travel actively (walk/wheel, cycle, scoot, 'Park and Stride' or hop off) at least once a week, for a month, they get rewarded with a badge. It's that simple!

What are the benefits of walking to school?

- Children feel happier and healthier
- They arrive at school refreshed and ready to learn
- Helps reduce congestion and pollution at the school gates

What if we can't walk to school?

'Park and Stride' can help your child earn their WOW badges if a parent or carer needs to drive to school. Park **ten minutes away** from the school and walk or wheel the remaining journey.

If using public transport, hop off **at least ten minutes away** and walk the rest of the way (recorded as 'other' on the WOW Travel Tracker).

What is a WOW badge?

There are 11 badges to earn from September 2026 to July 2027. Each badge has been designed by a pupil from participating schools as part of our annual WOW Badge Design Competition. A new badge can be earned every month if pupils walk/wheel, cycle, scoot, 'Park and Stride' or hop off at least once a week.

WOW 2026/27 encourages pupils to ***Walk the Senses,*** with badges depicting everything from scooters to sunflowers. The badges are made in Cornwall from material that was otherwise destined for landfill, including fridge trays, plastic plates and yoghurt pot off-cuts. For more information, visit: **livingstreets.org.uk/recycling.**

Last year, over 2,000 schools across the UK enjoyed the benefits of walking to school with WOW. Will you join us?

Let's swap those school runs for school walks.

Living Streets