

get ready to  
walk, ride,  
and roll



the walk, ride, and roll to school challenge starts  
October 5, 2011 – on walk and bike to school day – and ends October 31.

here are some tips to help make your events and activities  
a success. use the customizable materials provided by  
iCommute to help promote these activities.

### ready, set, go!

Encourage walking and biking with these classroom activities  
either before the kickoff or during the month of October:

**Art:** Create posters, banners, or signs that promote Walk and  
Bike to School Day. Or create T-shirt designs with walking and  
biking safety tips.

**Geography:** Survey and create maps of walking or bicycling  
routes to school.

**Health and physical education:** Use pedometers to  
measure steps and caloric burn. Discuss the health benefits  
of physical activity. Schedule a bike rodeo or hold bike and  
pedestrian safety courses that are provided free to  
participating schools by iCommute.

**Mathematics:** Keep logs of walking or biking times and  
distances. Calculate speeds, distances, and calories burned.

**English:** Write essays or stories about walking and biking  
to school.

**History:** Take a historic neighborhood walking or biking tour.

**Social sciences:** Document, photograph, or video important  
things observed while walking and biking to school. Anything  
you'd like to change? What can you do about it?

*continued on reverse*



## get moving!

Here are some easy Walk and Bike to School Day event ideas to encourage and congratulate students who walk, ride, and roll to school:

**Host a pit stop.** Greet the walkers and bikers who participate in Walk and Bike to School Day with snacks and encouragement. Have the principal and community leaders welcome walkers and bikers as they arrive. iCommute will provide participating schools with free beverages, nutritious snacks, stickers, prizes, and certificates.

### Organize a pedestrian parade around the school.

Be sure to test the walk first to make sure it's safe and accessible for students of all abilities. Have walkers make signs with pedestrian safety messages to display along the route.

**Invite an inspirational speaker.** Find speakers who will motivate and inspire students to walk and bike to school, whether it's your mayor, council member, a health or fitness expert, or an inspirational weight loss speaker. Asking a police officer to talk about safe walking and bicycling habits is always a good idea.

## keep it up!

Keep the momentum going for the Walk, Ride, and Roll to School Challenge and the chance to win up to \$1,000:

**Set a school mileage goal.** Remind parents to track their child's walking and bicycling trips in the iCommute online system,

TripTracker. Run reports each week on the cumulative miles traveled. Announce the week's accomplishments over the PA. Did students bike enough miles to cross the United States? Did they walk enough miles to climb Mt. Everest? Hold a celebration when the mileage goal is met.

**Dedicate your days – Active Mondays, Biking Tuesdays, or Walking Wednesdays.** Have a dedicated day(s) of the week for walking and biking. Give a raffle ticket for a prize drawing to all walkers and bikers on those days.

## spread the word!

Make sure students, parents, and others are aware of Walk, Ride, and Roll to School and how they can participate:

**Let students and parents know.** Make announcements at school, send e-mails to parents, publish school newsletter articles, send fliers home, or use the auto dialing system. Don't forget to customize the free promotional materials provided to you by iCommute.

**Let the community know.** Display your Walk, Ride, and Roll to School banner provided by iCommute in a highly visible area on the school campus. If possible, post signs along walking and biking routes a few days ahead of the kickoff to let the community know about the event. Business sponsors may be willing to display signs in their stores.

**Let the media know.** Send a press release to local media. For a sample press release, contact Goldin Ortiz with iCommute at (619) 699-4814 or gor@sandag.org.

