



Walk to School Day is a fun, educational event involving children, parents, schools, businesses and community leaders.

---

Dear Principal \_\_\_\_\_:

**International Walk to School Day is October 8, 2003. We are requesting that you put this event on the school calendar.**

*Why?*

1. The 2<sup>nd</sup> leading cause of death for 5-12 year olds is being hit by a car.
2. Children's academic abilities are improved by physical activity, like walking and biking.
3. This event will benefit all students – whether they arrive by foot, bus, bike or car.

Walk to School Day raises awareness about the need to:

- ✓ Reinforce children's good traffic safety skills.
- ✓ Remind adults to drive safely in school zones.
- ✓ Create and maintain safe places for children to walk within their neighborhood, such as on trips to and from school.
- ✓ Identify specific steps people can take to make our community more pedestrian friendly.
- ✓ Promote the fact that children need regular physical activity to stay strong and healthy.
- ✓ Encourage families to have fun and spend time together simply by walking – the easiest way to stay healthy.

Walk to School Day happens all around the world, but will be organized locally with resources from the state Department of Health Services. October 8<sup>th</sup>, 2003 is the day chosen by an international steering committee. On that day, we would benefit from national and state media attention. Last year, over 500 schools in California held events on the designated day. However, any day early in the fall semester that's mutually acceptable is fine. What's important is having an event that promotes safe streets for children and that helps children be safe pedestrians.

We have ideas that could make Walk to School Day a big success at your school. Please use the contact information below to discuss this opportunity. If you want to learn more by visiting a website, log onto [www.cawalktoschool.com](http://www.cawalktoschool.com).

We hope you will join us to work together to make streets near school a safer place for children.

Sincerely,