



ANNOUNCEMENTS

WEEK 1: Our new Trailblazer team

We're excited to announce that our new Trailblazer Team will be active starting on [DATE]. Trailblazers are student walking ambassadors who are here to help anyone who walks on our busiest school routes, or just to walk together as friends to make the school journey safer for all of us. Look for us with our bright vests. A route map is shared [WHERE] so you can see where we walk and if you don't catch us in the morning, you can catch us before we leave at [TIME and PLACE] any afternoon. Our team includes:

- [Add all first names here!]

WEEK 2: Walking together is healthy

The Trailblazer Team wants to remind you that we're here for you and that walking and cycling to school is a healthy choice. Walking to and from school is a great way to get some physical activity five days a week. We encourage anyone who is within walking distance to school to take advantage of such a great opportunity. If you do:

- You'll have more energy;
- You'll feel stronger and have more endurance; and
- You'll be ready for anything that you have to do in a day!



Student
Transportation
Services of
Waterloo
Region

WEEK 3: Walking together is safer

The Trailblazer Team wants to remind you that we're here for you and that when we walk together, we can watch out for each other, notice potential dangers, and help each other. Trailblazers walk on routes that have more safety elements, and that connect with more places students need to walk. Also, groups get more attention from drivers! So walk with us, or near us, to help us all stay safer on our way to and from school, TOGETHER.

WEEK 4: Walking together is fun

The Trailblazer Team wants to remind you that we're here for you and that walking together is fun because it helps us feel connected to the community, to nature, and to each other. **[Add your fun reasons if you like.]** It also reduces stress by providing fresh air and exercise, plus it helps reduce traffic congestion around the school!

WEEK 5: Walking together is smart

The Trailblazer Team wants to remind you that we're here for you and that students who walk to school regularly are found to have higher academic performance. Studies show an increase in:

- Attention and alertness in class
- Verbal reasoning abilities
- Numeric associations and recall

Walk with or near us - it's a smart choice!