



**Long Sutton County Primary School**  
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Registered Company Number 07788995

Headteacher: Miss S Gray

Dear Parents and Carers,

We are pleased to let you know that our school will be taking part in **WOW – the Walk to School Challenge**, a national initiative run by the charity **Living Streets**.

### **What is WOW?**

WOW is a fun, pupil-led challenge that encourages children to walk, scoot, cycle or 'park and stride' to school. Each day, pupils record how they travelled to school, and if they make one or more active journeys per week for a whole month, they will earn a collectable WOW badge.

The challenge runs throughout the school year, with a new themed badge each month, designed by children from across the UK.

### **Why are we taking part?**

Taking part in WOW helps to:

- Support children's physical and mental wellbeing
- Build healthy, lifelong habits
- Reduce traffic congestion and improve safety outside the school gates
- Help improve air quality in our local area
- Encourage independence and confidence

Many schools taking part in WOW have seen a **significant increase in walking and wheeling journeys** and fewer cars at drop-off and pick-up times.

### **How can families get involved?**

- Encourage your child to walk, wheel, cycle, scoot, or **park a short distance away and walk the rest**
- Talk to your child about their journey and help them remember to take part each week
- Celebrate their achievements as they earn their monthly WOW badges

Living Streets has created a short video for parents and children explaining how WOW works and why it's important.

**Watch the video here - [WOW - the walk to school challenge](#)**

We are really looking forward to launching WOW and celebrating our pupils' journeys to school. Thank you for your support in helping our children stay active, healthy and happy.

Yours sincerely,

Miss Nicholson



Part of Keystone Academy Trust  
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