

# BIKE WALK ROLL WEEK



## SAMPLE MESSAGING

### BIKE WALK ROLL WEEK

Bike Walk Roll Week, happening in British Columbia and Ontario between **October 16-20, 2023**, is a pilot project with the objective to collect data about how students travel to school. To ensure that the data collected is robust and representative of each province, we want to encourage as many schools as possible to participate. The more data, the better!

Our sample messaging below will help teachers, administrators, and practitioners to promote Bike Walk Roll Week through their communication platforms. These messages include sample e-newsletter content and social media posts (designed for Twitter, but easily adaptable for Facebook, Instagram, and LinkedIn).

When posting on social media, please consider tagging [@grncommunities](#) and [@greencommunitiescan](#), and using the following hashtags:

*#BikeWalkRollWeek #BWRW2023 #BikeWalkRoll*

## FOR SCHOOLS AND CLASSROOMS

### Posts for Before Bike Walk Roll Week

📌 From October 16-20, our school/classroom, *[insert school/classroom name]* will be participating in the [#BikeWalkRollWeek](#) challenge. Hands-up if you will join us in this nation-wide event! 🙋

<https://schooltravel.ca/bike-walk-roll-week/>

2 Our school will be participating in the #BikeWalkRollWeek challenge from October 16-20, 2023. Will you join us in the challenge? [Tag 3 teachers/schools to challenge]

<https://schooltravel.ca/bike-walk-roll-week/>

3 Our school will be participating in the #BikeWalkRollWeek challenge, from October 16-20, 2023. Join our school for a chance to win 1 of 8 gift cards for your classroom. 🏆

<https://schooltravel.ca/bike-walk-roll-week/>

4 Do you know your school's #BikeWalkRoll score? Participate in the nation-wide #BikeWalkRollWeek, happening from October 16-20, 2023, to find out!

<https://schooltravel.ca/bike-walk-roll-week/>

### Posts for During Bike Walk Roll Week

1 Our school is participating in the #BikeWalkRollWeek challenge all week long. Today, we got a #BWR score of [insert score]. Can your school beat our score?

<https://schooltravel.ca/bike-walk-roll-week/>

2 Our classroom is participating in #BikeWalkRollWeek! Can you beat our score? Take the 30-second hands-up survey with your class to find out! 🙋

<https://schooltravel.ca/bike-walk-roll-week/>

3 What is your school's #BikeWalkRoll score? Participate in #BikeWalkRollWeek with us and conduct a 30-second hands-up survey to find out! 🙋

<https://schooltravel.ca/bike-walk-roll-week/>

## FOR PRACTITIONERS AND PARTNERS

### General Outreach

1 📣 Calling all teachers in #BC and #Ontario! Tell us how your students travel to school with a short 30-second hands-up survey. From October 16-20, 2023, join the nation-wide #BikeWalkRollWeek movement to collect better #SchoolTravel data! #OntED #BCEd

<https://schooltravel.ca/bike-walk-roll-week/>

2 📣 Calling all #teachers in #BC and #Ontario!  
Participate in the #BikeWalkRollWeek challenge and tell us how your students travel to school for a chance to win 1 of 8 gift cards for your classroom! #OntED #BCEd  
Learn how to participate: <https://schooltravel.ca/bike-walk-roll-week/>

3 Join the #BikeWalkRollWeek movement this October with 3 easy steps:  
1. Sign-up for an account at BikeWalkRoll.org. 🖥️  
2. Do a 30-second survey to see how students travelled to school. 🙋  
3. Share your score using #BikeWalkRollWeek. 🏆  
<https://schooltravel.ca/bike-walk-roll-week/>

4 From October 16-20, 2023, thousands of schools across #Canada will be participating in #BikeWalkRollWeek, an event for schools to collect data about how students travel to school.  
Find out how you can join → <https://schooltravel.ca/bike-walk-roll-week/>

5 Prizes up for grabs! 🏆  
We encourage teachers and school administrators across #BC and #Ontario to participate in #BikeWalkRollWeek, happening from October 16-20, 2023, for a chance to win 1 of 8 gift cards for their classroom.  
Learn more → <https://schooltravel.ca/bike-walk-roll-week/>

6 #BikeWalkRollWeek is happening in one week! Here's how your school can build the momentum:  
1. Share your #BWR score on social media.  
2. Tag other schools/teachers to participate.  
3. Share the challenge with other school staff!  
<https://schooltravel.ca/bike-walk-roll-week/>

## Posts to Share Resources

1 📄 #BikeWalkRollWeek will be happening from October 16-20, 2023. Curious to learn more about this week-long challenge?  
Visit the website and read the Project Frequently Asked Questions → <https://tinyurl.com/3thth5fh>

2 [#BikeWalkRollWeek](#) is an easy and fun way to learn about students' chosen mode of travel to school. 🏠

You can participate in [#BWRW2023](#), happening from October 16-20, 2023 in 5 easy steps!

Learn how → <https://tinyurl.com/3d84sdky>

3 Hands-up surveys are an easy and quick way to learn how students travel to school. 🖐️📝 Learn how schools will be using hands-up surveys to collect [#SchoolTravel](#) data across [#Canada](#) for [#BikeWalkRollWeek](#). → <https://tinyurl.com/j8wx9ejk>

4 [#BikeWalkRollWeek](#), from Oct. 16-20, 2023 will use hands-up and household surveys to collect school travel data from families and students. 🖐️

Read the Data Collection Info Sheet to learn about other ways that you can collect school travel data! 💡 → <https://tinyurl.com/uk2t4d75>

## NEWSLETTER BLURB

### Messaging for Schools, School Boards, and Promotional Partners

Join the thousands of schools across British Columbia and Ontario that will be participating in Bike Walk Roll Week, from **October 16-20, 2023**. Every day during that week, teachers will be conducting hands-up surveys to collect data about how their students travelled to school.

To participate, simply visit [BikeWalkRoll.org](https://BikeWalkRoll.org), find or add your school, ask your students “how did you travel to school today?”, and add your survey results to the website every day during the week. Participating teachers will be entered for a chance to win one of 8 gift cards for their classrooms. Every day will give you one entry into the prize draw – so we encourage you to participate all week long!

To learn more about Bike Walk Roll Week, visit <https://schooltravel.ca/bike-walk-roll-week/>. If you are ready to find or register your school, visit [BikeWalkRoll.org](https://BikeWalkRoll.org).

We look forward to your participation!