

Walkolution News

Issue 5

September 2007

What's Happening This Month:

- Where to find up to the minute WRW information? See page 2 for the answer!
- Need help promoting your event? See a list of newly available resources on page 3.
- Saskatchewan is *in motion* for life on page 4

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ACTIVE2010

A Few More Days To Go!

With only days to go before our World Record please review the information in this newsletter, including:

- Important questions that we have answered from you, our "walkolutionaries"
- Tips for schools to create a school culture of walking
- Tips for holding a successful event
- Information about new resources
- Our media plans
- Get the latest updates on facebook



Q & A

- Q: If I am organizing a workplace event, can my two witnesses be senior managers?
- A: *Yes. Consider your workplace a community and if you are in one department, your witnesses can be from other departments, ideally, the "Mayor"/CEO or "Deputy Mayor"/VP.*
- Q: The official count form asks for a demographic breakdown of walkers. Is this an absolute requirement?
- A: *No. Refer to our August newsletter for tips on how to easily tabulate your walkers. Some organizers want to record demographics to help assess whether or not they are reaching specific target populations.*
- Q: How soon will we know whether or not we have broken the World Record?
- A: *It will likely be the New Year before we get an official ruling from Guinness as to whether or not we broke the record. We will have our unofficial tally complete before then, based on results received by October 12. Please be patient. We will post preliminary results on the WRW website in early December.*

Creating A Culture of Walking at School

**Spare the air
SAVE A BEAR**



Walk to School!

- Many schools will be participating in the WRW as part of International Walk to School Week. But why not make EVERY week Walk to School Week this year?
- Check out the resources available at <http://www.saferoutestoschool.ca/> including:
 - How to institute a Walking/Wheeling Wednesday program
 - How to join the **IWALK Club**
 - How to start a Walking School Bus
 - Curriculum ideas for implementing walking at school in addition to walking to school
 - The story of Morton Way Public School – winner of the International Walk to School award for the best program in the world in 2005: (http://www.iwalktoschool.org/award_app_list.cfm)
- Start a Step Across Canada Challenge in your school and use the LogYourSteps.com website to record your progress (free with the purchase of pedometers from StepsCount). Challenge other classes, schools or school boards/districts to see who will cross Canada first (www.stepscount.com)
- Fun(d)raise and promote physical activity at the same time by offering pedometers to your community to raise money for your school .
- In Ontario, use your schools walking initiatives to get recognition under the Healthy School Recognition Program (<http://www.edu.gov.on.ca/eng/healthyschools/challenge.html>)



REMINDER: World Record Walk On Facebook

For the latest updates on the WRW, visit our facebook group: World Record Walk/LaMarche qui battra le Record Mondial. Facebook membership is required. (<http://www.facebook.com/group.php?gid=18685806376>). Post your latest WRW news, tips, and challenges on our wall.



Thanks again to StepsCount for the pedometer prizes donated to our first registrants!



Tips For A Successful Event

1. Whether your event is large or small, invite the media – they can serve as your independent witnesses! The obesity crisis/lack of physical activity and climate change are hot topics with the media.
2. Promote the fact that the event is on – rain or shine! Encourage people to dress for the weather.
3. Make a statement – walk with banners or posters
4. Schools and communities – involve your local council
5. Make it a challenge with another school, workplace, or community – there is still time to get others involved. A competitive aspect often raises the interest level.
6. Link your WRW event with ongoing walking/active transportation initiatives (see our August newsletter for great ideas).



New Resources Available!

Have you checked out the **Resources** section of the WRW website recently? New resources include:

- Promotional posters for local customization
- Participation certificate for local customization
- Paycheque inserts for workplaces
- Sample press release for local customization.

Our Media Plans

Green Communities Canada is relying on you, our “walkolutionaries”, to engage your local media to attend and report on your event. Customize the sample media release and use the Media Backgrounders available on our web site. Please send us your news clippings and video clippings with your Official Count Form. An electronic version on CD would be most appreciated.

Green Communities Canada will send out a Media Advisory on Oct. 2nd and a full release on October 3rd.

Downsview Park, Toronto, Plans an Event

We are excited to have a National Park join the World Record Walk! Downsview Park is a unique urban recreational green space developed according to the principles of environmental, economic and social sustainability for Canadians to enjoy in all seasons. Consisting of 572 acres of land that was previously owned by the Department of National Defence, Downsview Park takes pride in natural systems and urban forms and engages the public through its many recreational, cultural, social and educational programs and seasonal and special events. The community is invited to experience and explore Downsview Park while participating in the World Record Walk. www.pdp.ca. We welcome all community members, corporate challenges and schools to take part in this great event and help make history in setting a new world record for our nation at Downsview Park.



Contact us!

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Saskatchewan *in motion* joins the Walkolution

October is *in motion* month in Saskatchewan and many of the province's *in motion* schools, workplaces and communities will include the World Record Walk in their October activities.

Across the province, walking plays an important part in the *in motion* movement's efforts to make the people of Saskatchewan the healthiest, most physically active in Canada. *In motion* sees walking as

an easy and effective way to increase physical activity for health, social, economic and environmental benefits. "We hope people will take up the challenge to become part of the Walkolution and then continue the momentum by making walking a part of their daily routine," says Cathie Kryzanowski, Manager of Saskatchewan *in motion*.

Final Words

Thanks to all our partners who have contributed magnificently to make a "walkolution" happen! The momentum being generated in these closing days is staggering! To get a bigger sense for the scope of this event than we have been able to provide with our "Look Who's Walking" snapshots, simply put "walkolution" in your internet search engine. May the sun shine brightly on YOUR event on Oct. 3rd, whether it be the afternoon sun of the east coast, the mid-day sun in Ontario, or the morning sun on the west coast. Just think, at precisely the same time, somewhere between 100,000 and 300,000 people will be WALKING into the record book!

Events Registered to Date

September 24, 2007

Province	Registered Events
Alberta	143
British Columbia	7
Manitoba	104
New Brunswick	28
Nova Scotia	5
Ontario	664
Prince Edward Island	1
Quebec	4
Saskatchewan	21
Yukon	3

An Important Request for Communities

If your community is signing the Walk21 International Charter for Walking as part of your World Record Walk or "Walkolution" activities please register this commitment with Walk21 at the following link:

http://www.walk21.com/charter/support_charter.asp

In this way, we will be aware of your community's support of the charter and it will be added to the global list of charter supporters.