

June 4th Commuter Challenge 2008

GET READY FOR CLEAN AIR DAY! WEDNESDAY, JUNE 4th

Dear Parent:

Your child's school is participating in the **Manitoba Commuter Challenge 2008!** The Challenge is a Canada wide Environment Week event that encourages schools and workplaces to go green by using active transportation to get to and from work and school on **Clean Air Day, Wednesday, June 4.** During the Challenge, Manitobans will walk, bike, scooter and skate their way to school/work.

Participating in this clean air event is easy and it is a great way for students to build physical activity into their day. Participation also reduces the traffic congestion around the school during drop off and pick up times.

Not only is the Challenge fun, there are great prizes up for grabs! This year your child's school will be entered to win one of three Lock-Up Bike Racks courtesy of Bike Stop Bike Racks in Winnipeg – a \$600 value! Prizes will be awarded based on a random draw of participating schools.

If you would like more information on the Winnipeg Commuter Challenge contact your school directly or call Active and Safe Routes to School in Manitoba at 925-3773.

When you are getting your little ones ready for school on Wednesday, June 4, REMEMBER IT'S CLEAN AIR DAY!

Happy Environment Week!

Sincerely,

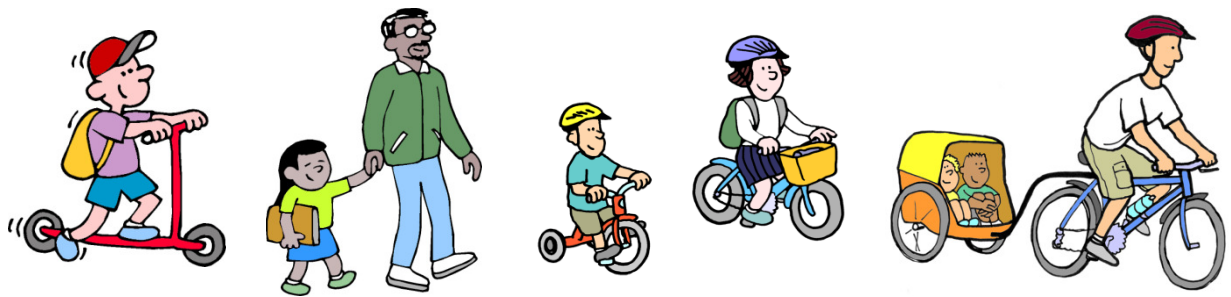


Jackie Avent

Program Coordinator, Active and Safe Routes to School



The Winnipeg Commuter Challenge and the Clean Air Day Walk to School are components of the Manitoba Active and Safe Routes to School Program.
For more information contact Resource Conservation Manitoba at 925-3773 or asrts@resourceconservation.mb.ca.
www.resourceconservation.mb.ca



The Clean Air Day Commuter Challenge is coming up on Wednesday, June 4th. This event highlights the importance of active transportation to and from school – in celebration of clean air, healthy living and safe and active communities.

The six best reasons to think about walking your child to school

(as adapted from Safe Routes to School in the UK)

Fit and Fabulous

63% of adults don't think they are getting enough exercise - does that sound like you? A brisk one or two kilometre walk to school and back burns 150 calories and can be easier to fit in than a trip to the gym.

Shiny, Happy People

Walking releases the body's natural happy drugs – endorphins – so you'll feel more upbeat. The same can't be said for sitting in a traffic jam...

And You Are...?

Nearly 9 out of 10 adults who walk their children to school think it's a better way of meeting new people than going to pubs, clubs or supermarkets. So what are you waiting for? Get out there!

Saving Grace

The school run costs families on average \$1300 a year in gas and car maintenance. Just think what else you could be doing with that extra cash.

The Kids Are All Right

Nearly half (48%) of children would like to walk or ride their bikes to school even more if they could, so earn yourself some brownie points by walking them to school.

Chit Chat

Almost forty per cent of adults feel they're missing out on catching up with children by not walking them to school - don't let yourself become one of the parents who's missing out.