

Fire Up Your Walk to School!

Each fall, in honor of International Walk to School Day, Fire Up Your Feet offers schools in participating regions (Metro Atlanta, Maryland, California, Colorado, Hawaii, Oregon, SW Washington, Wisconsin, Washington DC and Virginia), the chance to win a Fire Up Your Walk to School award in addition to other awards!

3 easy steps to winning

1. Learn about the [Fall Fire Up Your Feet Fall Challenge](#) in your region.
2. [Register](#) on the Fire Up Your Feet website.
3. On Walk to School Day, or any any day in October, log walking activity using the Fire Up Your Feet [online activity tracker](#) or [paper-based](#) logs*. (*Logs can be sent home with student for family tracking or have teachers complete classroom logs, Activity will then need to upload into the online tracker.) More can be found by checking out the Resources section of our website.



Encourage participation with newsletter and Facebook blurbs

Newsletter blurb (can be customized)

Help our school win a cash award in the Fire Up Your Feet Activity Challenge for our health and wellness or Safe Routes to School program needs. Track at least one walking activity for yourself and for your children anytime during the month of October. Any k-8 school with more than 25 participants will be entered into a drawing for an award. Register at fireupyourfeet.org.

Facebook post/poll (can be customized)

This October, our school is competing for a chance to win a Fire Up Your Walk to School Award, Awards must be used toward Safe Routes or health and wellness needs. If our school wins what would you like to see the funds be used to purchase? *[List some of these options or create your own.]*

- Walking School Bus reflective safety vests, reflective backpack lights;
- 'Walking Wednesday' fun T-shirts and stickers;
- Traffic cones and other traffic safety countermeasures around the parking lot.

Leave your ideas in the comments, then sign up at fireupyourfeet.org to track your walking activity.

Facebook video post (can be customized)

Win cash awards with Fire Up Your Feet to help build our Safe Routes to School program. Check out how one parent improved safety at her school by winning a "Fire Up Your Walk to School Award" last fall: <http://bit.ly/1pOm8KI>

Gain National Attention by Registering your Event

Register at walkbiketoschool.org to ensure your efforts are recognized nationwide!