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Friday 20 May 2011

MEDIA DIARY ALERT: 7 March 2011

NATIONAL WALK SAFELY TO SCHOOL DAY IS ON FRIDAY 20 MAY, 2011

It's nearly that time of year again when primary school aged children from right around Australia will make those important steps towards a healthier childhood by participating in National Walk Safely to School Day.

Now in its twelfth year, the Walk Safely to School Day initiative will be celebrated on Friday 20 May 2011.

Walk Safely to School Day promotes the vitally important message: *Active Kids are Healthy Kids*.

The event encourages parents, carers and their children to build regular walking to and from school into their daily routine, because children need a minimum of 60 minutes exercise per day.

It also encourages parents to drive less and walk more, aiming to decrease dangerous vehicle congestion around schools and reduce carbon emissions from idling cars.

- WHAT: National Walk Safely to School Day 2011
- WHEN: Friday 20 May, 2011
- WHERE: In all Primary Schools around Australia
- WHY: To encourage children to lead a healthier, more active lifestyle by simply including a walk at the beginning and end of each day. The idea is to ensure each Australian child achieves at least 60 minutes of exercise a day to help prevent obesity and other health problems.
- CONTACT: Images, interviews and more information available.
INSERT PR CONTACT DETAILS HERE
FOR MORE INFORMATION: www.walk.com.au

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