

**SAVE THE DATE**



**Friday 10 May 2024**  
**National Walk Safely to School Day**

**MEDIA RELEASE**

**CALLING ON ALL KIDS – IT'S TIME TO GET WALKING!**

**27 MARCH 2024:** Primary school aged children across Australia will make those important steps towards a healthier future by participating in National Walk Safely to School Day on Friday 10 May 2024. Please save the date and get involved.

This May marks the 25th anniversary of National Walk Safely to School Day. Championed by the Pedestrian Council Australia, the initiative aims to raise awareness of the health, road safety, transport and environmental benefits that regular walking, or alternative active transport (especially to and from school) can provide for the long term well-being of our children, not just on 10 May, but every day.

Apart from the physical benefits, regular walking (or similar) also has a favourable impact on children's cognitive and academic performance.



Walk Safely to School Day also encourages positive environmental action, better use of public transport with reduced car-dependency and encourages parents and carers to walk more, reducing dangerous traffic congestion around schools.

Harold Scruby, Chairman and CEO of the Pedestrian Council of Australia said that "until they are 10, children must always hold the hand of an adult when crossing the road".

The national initiative also promotes healthy eating and encourages schools and P&Cs to *Host a Healthy Breakfast* on the day.

"The extremely disturbing childhood obesity epidemic continues to affect 1 in 4\* children at critical levels across Australia."

"The best form of physical activity for all Australians is walking regularly. Children need at least 60 minutes of physical activity a day. We should encourage them to take a walk before school, during and at end of their day," Harold Scruby said.

Being active every day, including walking to school, can help make a difference for many Australians. Whether you're a parent, teacher, or carer - everyone has a role to play in helping children and young people to lead active healthy lives.

\*ABS: National Health Survey: First Results, 2017-18

**ENDS**

For more information, including images and interviews contact:  
Jamison Duffield | 0498 632 699 | jamison@litttlelion.com.au  
Jasmine La Fontaine | 0478 044 652 | jasmine@litttlelion.com.au

# SAVE THE DATE



**Friday 10 May 2024**  
**National Walk Safely to School Day**

## FAST FACTS:

- WHAT:** National Walk Safely to School Day
- WHEN:** Friday 10 May 2024
- WHERE:** In all primary schools across Australia
- WHY:** This national initiative aims to encourage children to lead a healthier, more active lifestyle by simply including a walk at the beginning, at lunchtime and at the end of each day. The event also promotes reduced car-dependency, greater use of public transport, cleaner air, improved diets and road safety to primary school children throughout Australia.
- HOW:** Encourage children to build regular walking in their daily routine by walking to, during, and from school
- IMAGES:** Please click [here](#) for images.
- MORE INFO:** [www.walk.com.au/wstsd](http://www.walk.com.au/wstsd)
- MEDIA CONTACT:** For more information, including images and interviews contact:  
Jamison Duffield | 0498 632 699 | [jamison@litttelion.com.au](mailto:jamison@litttelion.com.au)  
Jasmine La Fontaine | 0478 044 652 | [jasmine@litttelion.com.au](mailto:jasmine@litttelion.com.au)

## CONNECT WITH US ON SOCIAL MEDIA:

- Facebook: [@nationalwalksafelytoschoolday](https://www.facebook.com/nationalwalksafelytoschoolday)
- X (formerly Twitter) & Instagram: @NatWalkToSchool
- Hashtag: #WSTSD



For more information, including images and interviews contact:  
Jamison Duffield | 0498 632 699 | [jamison@litttelion.com.au](mailto:jamison@litttelion.com.au)  
Jasmine La Fontaine | 0478 044 652 | [jasmine@litttelion.com.au](mailto:jasmine@litttelion.com.au)