



## **MEDIA RELEASE**

### **Active Kids are Healthy Kids - Walk them to School on Friday May 18 2012**

Celebrating its thirteenth year in 2012, National Walk Safely to School Day has become a popular annual event on school and family diaries across Australia to walk to school.

National Walk Safely to School Day offers wide-ranging benefits to Australian children. The day promotes regular walking, reduced car-dependency, cleaner air, improved diets, public transport and reinforces vital road-crossing skills children need.

For the first time in 2012, parents, carers and pupils can go online to find and plan their best walking route to school at [walk.com.au](http://walk.com.au)

Surveys reveal that over 60% of primary school aged children are being driven to school. Many of these children are getting very little exercise. If the current trends continue, over 1 in 3 children will be overweight or obese by 2020. We must beat childhood obesity. We therefore urge all parents, carers and children to put their feet first and actively participate in National Walk Safely to School Day – and then to walk as much as possible, because walking is the best exercise for most people.

**WHAT:** National Walk Safely to School Day

**WHEN:** Friday 18 May 2012

**WHERE:** Australia wide

**HOW:** Walk to school with a parent or carer. If you can't walk all the way, try to use public transport. If you must use the car, leave it a good distance from the school and walk the rest of the way. This will allow parents and carers to get their daily dose of exercise as well. They can also teach their children how to cross roads with safety. And by parking motor-vehicles away from schools, dangerous traffic jams, illegal parking and the poisonous particulates emitted by idling vehicles, which can cause serious respiratory disorders, can all be avoided.

**WHY:** Because it's a great event and everyone benefits. And surveys prove that most children would prefer to walk rather than be driven.

**WEBSITE:** [walk.com.au](http://walk.com.au)

**PR CONTACT:** < insert details here >