Walking School Bus Press Release

Walking School Bus to Make Its Debut at [SCHOOL] on [DATE].

[SCHOOL] will kick off its walking school bus (WSB) on [DATE], to help students and families walk to and from school safely, and get there on time.

[COORDINATOR NAME], [SCHOOL]’s WSB coordinator, is organizing and managing the program, which includes student sign ups, WSB leader training and open communications with school administration, students and families. “Walking school buses assist with safety, but they are also healthy for students and the environment, reduce vehicles in and around the school, and are fun and social for all involved.”

A WSB is a safe and fun way for children to get physical activity as they travel to and from school with adult supervision. Each bus walks along a set route with one or more adults, picking children up at designated stops along a predetermined route and walking them to school. The process is reversed in the afternoons.

If you are interested in getting involved in the program, or for more information, contact [COORDINATOR NAME] at [CONTACT INFORMATION].

***Other content to consider:***

* **Testimonials:** get quotes from the principal, students, and family members participating in the WSB about the value of the program.
* **Pictures:** Provide a picture of the WSB in action. Highlight Walk to School Day events or take pictures of dignitaries or special guests walking with the WSB. Make sure you have photo releases for everyone in the picture.
* **Data:** If you have data on the number of routes, students participating, or leaders trained or increases in registration, provide that. Interesting data could also include the number of steps students have taken, the number of car trips reduced to the school, or games and learning experiences students have participated in.