

WALK TO WORK WEEK APRIL 26-30

Walk to Work Week 2010

What is Walk to Work Week?

Walk to Work Week is part of national charity Living Streets' Walking Works campaign, which encourages employees to walk more to and from work and more during the working day.

Why get involved?

Walk to Work Week is a fun, free event which motivates staff to get fit, be active and enjoy their commute!

This year, it's all about 'Get fit without the hassle' and employees can try walking to, from or during work to earn 'rewards', be entered into prize draws and enjoy some truly healthy competition with their colleagues!

To find out more about the benefit of walking for the workplace, visit www.walkingworks.org.uk/walking-and-the-workplace/the-business-benefits.

What are the key dates?

- Resource ordering opens - 1 February
- Registration opens - 26 March
- Walk to Work Week - 26-30 April

How do workplaces get involved?

The main activities of the week focus on a website where participants create an account and keep track of when and how they walk every day during the week. Individuals and workplaces should create their accounts at www.walkingworks.org.uk/walk-to-work-week when registration opens in March.

In the meantime, visit www.walkingworks.org.uk/newsletter to be kept up to date about registration and resource ordering.

What resources will be available?

- Items for sale will include posters, leaflets, pedometers, umbrellas, shoe bags and footcare kits
- Free promotional tools and advice on our website will include template emails, logos, a website 'badge', walking information sheets and guides to making the Week a success

How can I find out more?

Visit www.walkingworks.org.uk/walk-to-work-week-2009-summary to see what last year was all about, and sign up for our e-bulletin.

Looking forward to having you on board!
Living Streets' Walking Works team



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