



SAMPLE RADIO PUBLIC SERVICE ANNOUNCEMENT #1 (45 SECONDS)

When was the last time you felt happy and energized in the morning? Was it after some exercise? Exercise causes the brain to release endorphins that give us happy moods and boost our self-esteem and psychological well-being. Despite the many benefits, however, our children have fewer opportunities for physical activity and are increasingly becoming overweight. This is why walking to school is so important.

By walking regularly to and from school, children can spend quality time with their parents or older siblings while also learning to be healthy and fit. During International Walk to School Month, join millions of parents, students and school staff across Canada and around the world. Plan to get your children to school during the month of October through ACTIVE transportation!

Visit www.greenactioncentre.ca under programs for more information or to register.



—Stevenson School (Winnipeg)



SAMPLE RADIO PUBLIC SERVICE ANNOUNCEMENT #2 (35 SECONDS)

Morning traffic congestion around school zones is an unpleasant but common sight in Manitoba cities. Not only does it create dangerous situations for nearby pedestrians and cyclists, it is also bad for the environment and air quality. Cars are one of the largest sources of greenhouse gas emissions contributing to climate change and smog in our cities.

Every weekday, millions of Canadian children are DRIVEN short, walkable distances to their neighbourhood schools. Don't become a statistic! During the month of October, join millions of parents, students and school staff across Canada and around the world celebrating International Walk to School Month. Clear the air by walking there!

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