**WOW is Living Streets' flagship Walk to School Challenge.**

Pupils log their daily journeys to school each day on the **WOW** Travel Tracker- our pupil friendly online platform to log journeys. Those who travel actively to school by walking, cycling, wheeling in a wheelchair, scooting or parking then striding, at least once a week for a month earn a **WOW** badge, with 11 to collect across the year. It’s as easy as that!

On average, **WOW** schools see a **30% REDUCTION IN CAR JOURNEYS** taken to the school gate and a **23% INCREASE IN WALKING RATES**



Schools in Essex can sign-up to take part for **FREE**! Register your interest here [www.livingstreets.org.uk/freewow](http://www.livingstreets.org.uk/freewow) - places are going fast!

To hear how de Vere Primary school in Essex are loving **WOW**, watch their short video [here](https://www.youtube.com/watch?v=f3LtgY2BOh4)

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Video links:

<https://www.youtube.com/watch?v=MG0GH0Qgqk8>

<https://www.youtube.com/watch?v=f3LtgY2BOh4>

Living Streets logo:

