

LIVING
STREETS

LET'S
WALK TO
SCHOOL

WOW - the year-round walk to school challenge

Badge design competition 2018



Which is
your
favourite
season?



Design your own WOW badge. This year's theme is: WALK THE SEASONS

Top tips for winning designs:

- Use big, bold and colourful designs
- Simple drawings
- Less detail – the badges are only 3cm in size
- Refer to the class mood-board for inspiration

What to avoid:

- Too many people
- Trademarks and logos
- Religious or political images
- Strider, our mascot

Here are a few suggested designs to get your started:

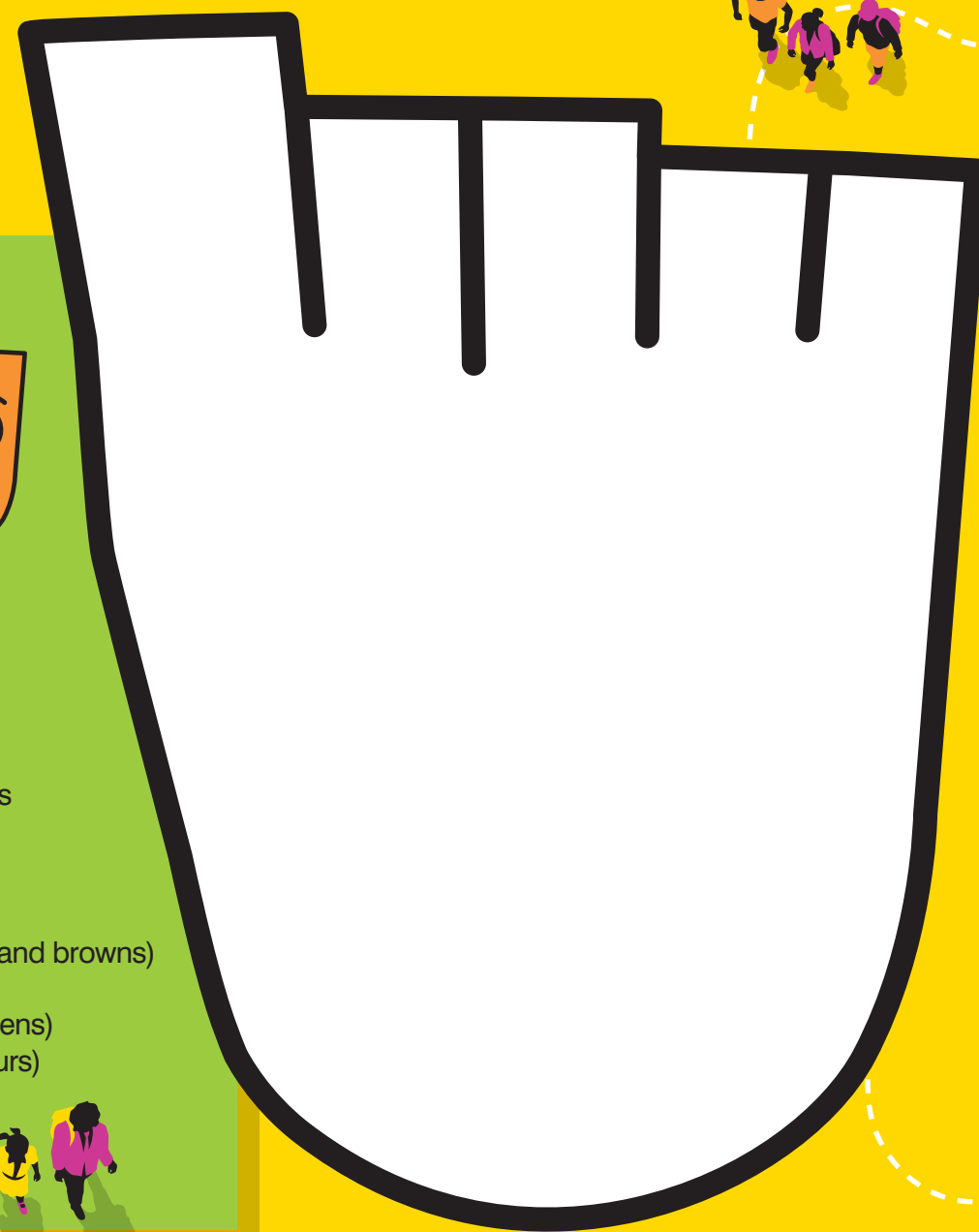
AUTUMN: Fallen leaves, bonfire night, welly boots, hedgehogs (lots of oranges, reds and browns)

WINTER: Snowmen, festivities, bare trees, snowy owl (lots of blues and whites)

SPRING: Lambs, blossom, rainbows, tulips and daffodils (lots of yellows and light greens)

SUMMER: Bucket and spade, parks, Sports day, BBQs (lots of green and bright colours)

For full details on how to enter the WOW badge design competition and terms and conditions, visit www.livingstreets.org.uk/badgecomp2018



Pupil name:

Age:

School name and address:

School telephone:

Please tell us what you have drawn and why:

School email:

Local Authority/Academy trust:

Where did you hear about the competition?

Which season does your design represent?



LET'S
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Information for teachers

WOW – the year-round walk to school challenge

Badge design competition 2018

This year's theme is: Walk the Seasons

We want your pupils help to design the next year's set of badges for WOW – the year-round walk to school challenge – Living Streets' flagship initiative helping to get more children walking to school. Walk the Seasons will take pupils on a year-round journey through Autumn, Winter, Spring and Summer, bringing to life what pupils see across a year on their journey to school. From the changing environment, to festive holidays and iconic moments across the year. Help us celebrate the seasons by asking your pupils to design a badge that captures a specific time of the year on their walk to school.

WHAT IS WOW?

Pupils log their daily journeys to school each day on the WOW Travel Tracker. Those that walk to school at least once a week for a month, earn a WOW badge. There are 11 to collect across the year. It's as easy as that.
www.livingstreets.org.uk/WOW



FOUR SEASONS – FOUR DESIGNS

With four seasons of the year, we want you to send us your schools four best designs, one from each season.

HOW TO ENTER

STEP 1: Photocopy and give out copies of the template overleaf to each class

STEP 2: Collate all of your pupils' entries and choose the top four designs to enter into the competition

STEP 3: Send your best four designs to us via:

POST: Walk to school, Living Streets, 4th floor, Universal House, 88-94 Wentworth Street, London, E1 7SA

EMAIL: walktoschool@livingstreets.org.uk with the subject line: 'Badge competition entry 2018'.



THE PRIZES

The 11 winning designs will be made into 2018-19 WOW badges and the winners will receive:

- WOW resources for your entire school (up to £500)
- Winners Trophy
- Visit from Strider during that schools winning month
- Personalised banner for winning schools
- Bespoke press release

CLOSING DATE

FRIDAY 16
MARCH 2018

We are Living Streets, the UK charity for everyday walking.

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