



## ***Rogers Elementary School, Victoria, BC***

### **Background:**

The Way to Go! Vancouver Island office coordinated a contest in conjunction with iWALK, which is a program to encourage students to walk to school. In 2006, the iWALK program was active the entire month of October.

Rogers Elementary School won the prize, which was free transportation for a field trip. The prize was sponsored by the Victoria Regional Transit System.

### **Coordinator's Comments:**

There are 316 students at Rogers Elementary: 94% of them participated in the iWALK Wednesday.

A great start to the walking /rolling year! I hope we can have celebrity walkers next year! It really gives a chance to focus on the Walk to School program early in the year – and it is fun – the kids loved the stickers!

We handed out flyers to school neighbours to let them know about event – stickers for all walkers handed out as they walked, info sheets to parents explaining iWALK and encouraging participation in our regular Walking Wednesday Program. We also had a bulletin board display.

### **Summary:**

- **We decreased the number of vehicles coming up the driveway from approximately 90 to 6!**
- We have regular Walking Wednesdays and are adding Walk and Talk Thursdays and Footloose Fridays!
- We are trying to walk across Canada – maybe around the world!
- A great start to our Walking Wednesday Program!

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For more information about iWALK, visit their Website at <http://www.iwalktoschool.org/about.htm>.