

Media Release



Aurora families step up for IWALK event

Local schools encourage walking to boost kids' daily physical activity

AURORA (October 5, 2018): Bus loops and driveways were less crowded Wednesday morning, as Aurora schools marked the beginning of International Walk to School Month (IWALK).

Representatives from Activate Aurora, along with York Region Public Health, were on hand at three Activate Aurora schools: St. Joseph C.E.S., St. Jerome C.E.S., and Wellington P.S. All involved, plus parents, students, teachers and principals were there to support this annual celebration of active transportation.

Today, nearly three of four Canadian children aged 5-14 are being driven to school. And with childhood obesity, type 2 diabetes and other lifestyle illnesses on the rise, it is clear that physical inactivity is creating a crisis for our younger generation.

Activate Aurora supports IWALK, encouraging families – where distances permit – to find safe routes to school to ensure that kids will be getting some exercise at both ends of the day. It is part of Activate Aurora's mandate to help Aurora become Canada's most active community.

On that note, students and teachers were encouraged to "Take the Pledge" to become more physically active by signing the Activate Aurora pledge sheet – a personal declaration that builds awareness and affirms the importance of daily physical activity.

Like walking to and from school.

"What a great day at Wellington Public School! As part of our daily physical activity, we were joined by our partners, Activate Aurora, to put on a fantastic IWalk event for our school community," said Andrew Hughes, acting principal at Wellington P.S. where most of their 384 students walked the track after the morning bell.

"The value of physical activity cannot be underrated in terms of overall well being, as well as academic success. Congratulations to all of our students, families and community members for your participation."



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About Sport Aurora:

Founded in 2005, Sport Aurora is a not-for-profit corporation that supports and develops high-quality sport and recreation opportunities. They advocate on behalf of member organizations to increase participation, build capacity and celebrate excellence. Sport Aurora now represents 31 sport organizations, with a volunteer base of more than 2,500, and a player base of nearly 10,000 from ages of 3 to 80. Sport Aurora has also helped develop the municipal Parks and Recreation Master Plan, continues to provide leadership and guidance, and has become the "voice" of Sport in the Town of Aurora. For more information, visit <http://www.sportaurora.ca/>

About Activate Aurora:

Activate Aurora is on a mission: to make Aurora "Canada's Most Active Community" through education, activities and awareness. This Ontario Trillium Foundation (OTF) funded program was designed by Sport Aurora with the guidance of the Canadian Sport for Life Society, and is endorsed – and supported – by the Mayor's Task Force on Physical Activity. The Activate Aurora team includes representatives from diverse areas of interest: local sports organizations, education, parks & recreation, seniors and health care. For more information, visit <https://activateaurora.com/>

About International Walk to School Day:

International Walk to School Day is a global celebration of active transportation, taking place in hundreds of Ontario schools. Many hold their events on IWALK Day, the first Wednesday of October.

