



LET'S
WALK TO
SCHOOL

Badge design competition 2024

WOW – the walk to school challenge

WALK with IMAGINATION



WHO MIGHT YOU BE OR WHAT MIGHT YOU SEE?

For this year's WOW badge design competition, we want you to imagine a different walk to school and draw it!

WHAT SHOULD YOU DRAW?

Imagine what it would feel like to fly like a bird, hop around like a kangaroo, or even moon walk like an astronaut. Explore your surroundings and reimagine your walk however you like!

EXAMPLES MAY INCLUDE:

- Extinct or wild creatures, such as the **sabre-toothed tiger**, **dodo**, or **meerkat**
- Historical icons, such as **explorers**, **scientists**, or **activists**
- Events or celebrations, such as **protests** or **street parties**

SUSTAINABILITY AND WOW BADGES



Our WOW badges are made in the UK from repurposed plastic material, including old fridge trays, plastic plates and off-cuts of yoghurt pot material. WOW badges can also be recycled. Find out more: livingstreets.org.uk/recycling



CLOSING DATE
TUESDAY 5 MAR 2024

PUPILS

Pupil name:

Age:

What did you choose to draw and why?

TEACHERS

School email:

School name and address:

Local authority:



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WIN FREE RESOURCES for your school*

Get involved in one of the UK's biggest design competitions for children.

Encourage your pupils to think big and see where in time it takes them. We'll turn each winning entry into more than 300,000 badges to be awarded to WOW pupils who walk, wheel, scoot, cycle or Park and Stride to school across the UK next academic year.

WHAT IS WOW?

WOW is Living Streets' walk to school challenge. Pupils log their daily journeys to school on the WOW Travel Tracker. Those who walk, wheel, cycle or scoot to school at least once a week for a month earn a WOW badge, with a new one to collect each month across the year. It's as easy as that. WOW successfully reduces congestion outside schools, helping to tackle road danger and air pollution - all whilst children benefit mentally and physically from being more active.

livingstreets.org.uk/WOW

HOW TO ENTER

STEP 1: Print out the badge template overleaf for pupils

STEP 2: Encourage pupils to get creative – either in class or at home

STEP 3: Select your school's best three designs and submit, either via email to badgecompetition@livingstreets.org.uk or upload at livingstreets.org.uk/badgesubmission

PRIZES

- Winning designs to feature on WOW badges in 2024/25
- Up to £500* free WOW resources for winning schools, plus 5 additional schools selected by prize draw
- WOW trophies for winners and highly commended runners-up
- Downloadable certificate for your school's top badge designers

* Prizes vary for schools which receive WOW resources from Living Streets projects. Terms and conditions apply. Please visit our website for more details.

TOP TIPS FOR WINNING DESIGNS:

- Be big, bold and colourful!
- Diversity and originality are key to standing out from the crowd!
- WOW badges are only 3cm, so simple designs without small details in them work best!
- Trademarks, logos, images of Strider will not qualify for the competition.
- Winning designs will be digitally recreated, so pupils can use pencil, crayons or pens.

For full details about the WOW badge design competition, visit: livingstreets.org.uk/badgecompetition2024

The WOW badge design competition is for everyone

We support pupils with special educational needs and disabilities to enter the badge design competition. Head to livingstreets.org.uk/badgecompetition2024 to find out more.

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

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