



# **WOW** the year-round walk to school challenge

## **Badge design competition 2020**

### **WONDERS of the WORLD**

**DEADLINE FOR ENTRIES FRIDAY 6 MARCH 2020**

Please hand entries in to either school office

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

**Simply encourage your child to draw any wonder of the world - natural or built by humankind - on the badge template attached.**

We'll turn 11 winning entries into more than 400,000 badges to be awarded to WOW pupils across the UK next year.

### **WHAT IS WOW?**

WOW is our year-round walk to school challenge.

Pupils log their daily journeys to school on the **WOW Travel Tracker**. Those that walk, cycle or scoot 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.

WOW successfully reduces congestion outside schools, helping to tackle road danger and air pollution - all whilst children benefit from being more active. [livingstreets.org.uk/WOW](http://livingstreets.org.uk/WOW)

### **TOP TIPS FOR WINNING DESIGNS:**

**Be big, bold and colourful!**

WOW badges are only 3cm, so simple designs without people or small details in them work best!

Winning designs will be digitally recreated, so pupils can use pencil, crayons or pens.

**SUSTAINABILITY** Badges are made from repurposed plastic materials.

For full details about the WOW badge design competition, visit [livingstreets.org.uk/badgecompetition2020](http://livingstreets.org.uk/badgecompetition2020)

WINNERS ANNOUNCED  
FRIDAY 27 MARCH 2020