



LIVING

STREETS

LET'S
WALK TO
SCHOOL

WOW Ambassador



Job Description



Would you like to support fellow pupils and teachers to run WOW at your school? Please read this job description to find out more about Living Streets and the WOW Ambassador role.

Living Streets

Living Streets is the UK charity that runs WOW, the walk to school challenge. Over 1,500 schools and more than half a million pupils walk to school as part of WOW and your school is one of them!

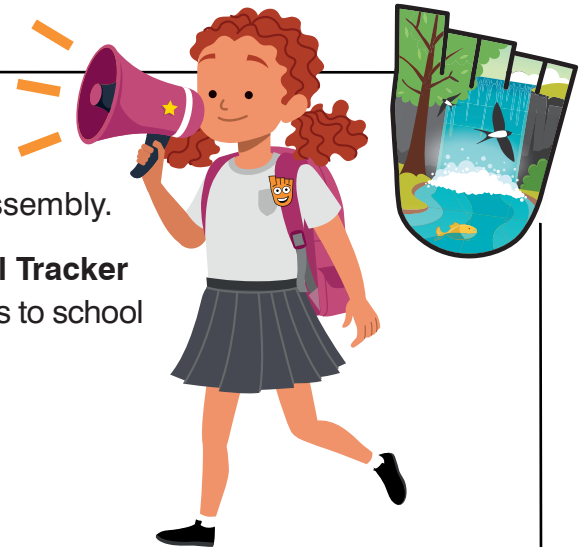
What is WOW?

WOW is a walk to school challenge. You and your classmates can record how you travel to school every day on the interactive WOW Travel Tracker. If you travel actively (walk/wheel, scoot, cycle or Park and Stride) at least once a week for a month, you will be rewarded with a special, collectable badge.

ROLES AND RESPONSIBILITIES:

WHAT DO YOU NEED TO DO?

- 1. Launch WOW**
Help launch WOW by presenting at a school assembly.
- 2. Help with daily recording on the WOW Travel Tracker**
Remind your classmates to log their daily journeys to school on the WOW Travel Tracker.
- 3. Give out the badges**
Hand out monthly badges to each class.
- 4. Shout about key dates and events**
Use the WOW events calendar to find out and promote different active travel activities and events throughout the year.
- 5. Promote walking and active travel**
Encourage your classmates to walk/wheel, scoot, cycle or Park and Stride as much as possible so they can all earn a badge.



Good luck!

[LIVINGSTREETS.ORG.UK/WOWAMBASSADOR](https://www.livingstreets.org.uk/wowambassador)

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