

LIVING

STREETS

LET'S
WALK TO
SCHOOL

WOW - the year-round walk to school challenge

Badge design competition 2017

Design your own WOW badge. This year's theme is: WALK THE AMERICAS

Top tips for your designs:

- We are looking for big, bold and colourful designs.
- Avoid adding too much detail as the badges are less than 3cm high. Simple designs work best.
- Winning designs will be digitally recreated, so pupils can use pencil, crayons or pens.
- Avoid adding trademarks, logos, images of Strider or lots of people.

Here are a few examples to get your started:

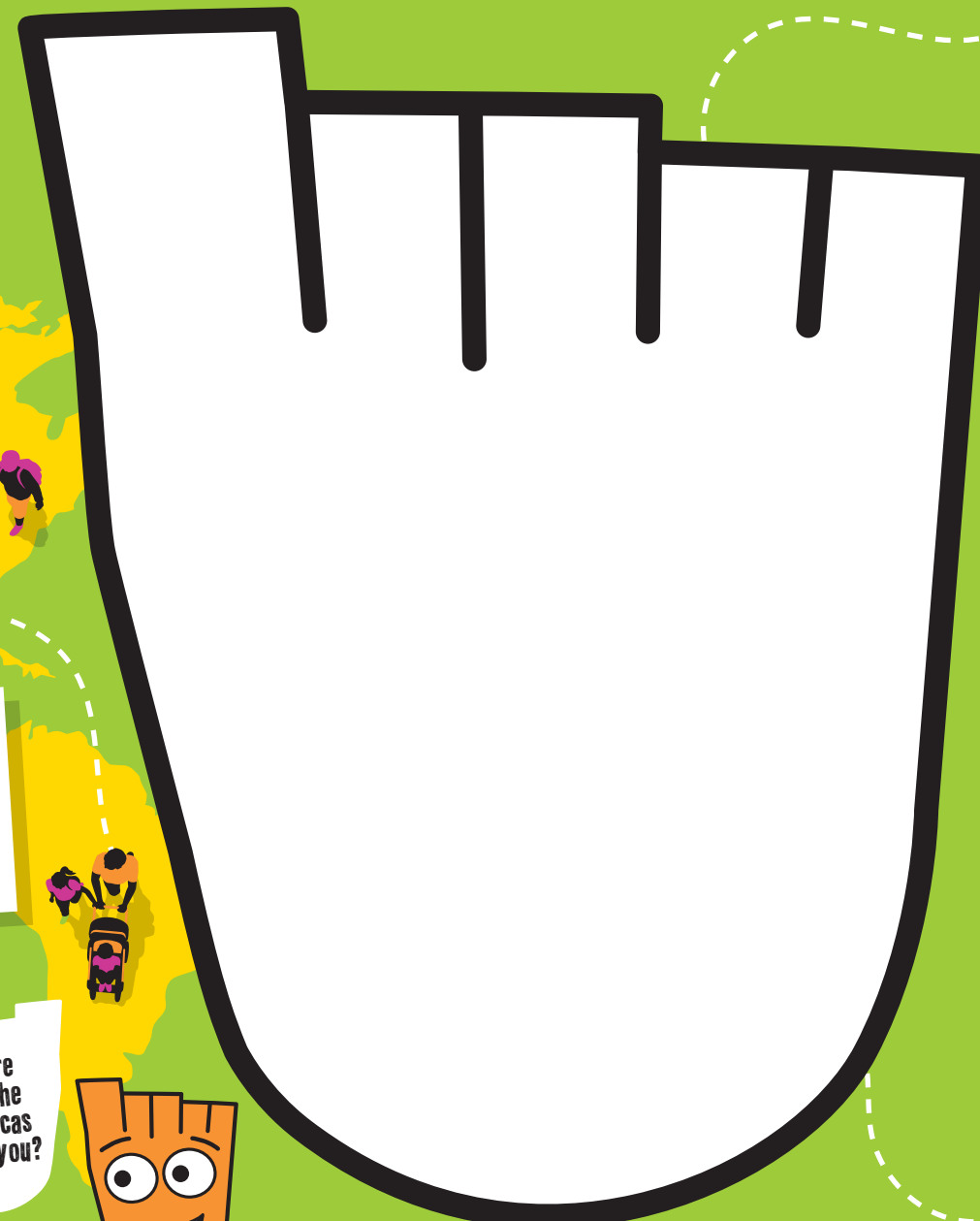
- Animals (e.g. Alaskan brown bear; Peruvian llama).
- Manmade landmarks (e.g. Machu Picchu, Peru; Empire State Building, New York City).
- Natural landscapes (e.g. The Andes; Grand Canyon).
- Historical figures, events and civilisations (e.g. Aztecs, Mexico; Abraham Lincoln, American Civil War).
- Culture e.g. music and food (e.g. Maple syrup, Canada; Tango dancing, Argentina).
- Indigenous communities / peoples (e.g. Quechua, Peru, Bolivia, Ecuador; Mapuche, Chile).

For full details on how to enter the WOW badge design competition, visit www.livingstreets.org.uk/badgecomp2017

WIN

a year's supply of WOW resources for your school up to the value of £500

Where will the Americas take you?



Pupil name:

Age:

School name and address:

School telephone:

Please tell us what you have drawn and why:

School email:

Local Authority/Academy trust:

Where did you hear about the competition?

Which country does your design represent?



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Badge design competition 2017

This year's theme is: **Walk the Americas**

Join one of the UK's largest art competitions this winter. From the dramatic landscapes of Canadian national parks, through Brazilian rainforests teeming with life, down to the icy glaciers in Southern Argentina; the Americas have lots on offer. Help us celebrate the nature, culture and history of these continents by asking your pupils to design a badge that captures a specific feature of the region.

The 11 winning designs will be turned into more than 400,000 badges and feature across next year's WOW challenge. **With more than 120,000 entries each year, will one of your pupils have a winning design?**

What is WOW?

Pupils who walk to school at least once a week are rewarded with a monthly badge, helping build healthy habits for a lifetime. The badges are made in the UK from recycled yoghurt pot material. For more information on how your school can get involved with WOW visit www.livingstreets.org.uk/walktoschool.

HOW TO ENTER

STEP 1: Photocopy and give out copies of the template overleaf to each class.

STEP 2: Collate all of your pupils' entries and choose the **BEST THREE** designs to enter into the competition.

STEP 3: Send your best three designs to us via: **POST:** Walk to School, Living Streets, 4th Floor, Universal House, 88-94 Wentworth Street, London, E1 7SA

EMAIL: walktoschool@livingstreets.org.uk with the subject line: 'Badge competition entry 2017'.

THE PRIZES

The 11 winning designs will be made into 2017-18 WOW badges and the winners will receive:

- A year's supply of WOW resources for their school, up to the value of £500.
- A WOW trophy and goody bag.
- Localised press coverage.

Terms and conditions apply. Please visit our website for more details.
www.livingstreets.org.uk/badgecomp2017



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

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