

# Walkolution News

**Volume 1,**

**May 2007**

## *What's Happening This Month*

- See what Dr. David Suzuki, Silken Laumann, and David Crombie are saying about the World Record Walk
- Planning something big? Find out how your walk can be featured at [www.worldrecordwalk.ca](http://www.worldrecordwalk.ca)

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## Schools Rule!

Last year, 2,500 Ontario schools registered for IWALK week. This tremendous involvement saw 638,000 students actively involved in walking to school and walking at school events. This year, it is our goal to see the school registration rate for the World Record Walk, which falls in the middle of IWALK Week, top 3,000 in Ontario. Plus, as we go to press with this first newsletter issue, we will be tallying the participation of schools from across Alberta also. That means, we will SMASH the Guinness World Record based on school participation alone. Add to that the involvement of



municipalities, workplaces, and trails/hiking organizations and we are going to have a truly impressive count that will make headlines around the world! For schools that regularly participate in IWALK, the World Record Walk is an exciting NEW IWALK activity.

For schools that have not participated, being part of a world record attempt is an exciting reason to start! Green Communities Canada urges schools to let the momentum begin to build by registering today at <http://www.worldrecordwalk.ca/english/register.asp>!

## Steps Count Comes On Board As Corporate Sponsor Awards Prizes to Early Registrants

Green Communities Canada is delighted to have Steps Count on board as a corporate sponsor of the World Record Walk (WRW). Steps Count Inc.™ is a Canadian com-

pany, committed to helping people increase their daily levels of physical activity. Please visit their website: [www.stepscount.com](http://www.stepscount.com). Steps Count is providing

pedometer kits comprised of top quality pedometers and walking resources to the first registrants for the WRW as follows:

- The first two schools, Robert Little Public School (Acton), and St. Peter School (St. Catharines) will receive a pedometer school kit consisting of 36 pedometers, valued at over \$500, and Robert Little Public School will also receive a teacher's toolkit;
- The first two municipalities, the Community of Blind River and the Town of West Gwillimbury, will receive a library lending kit consisting of 25 pedometers with relevant books for the library, valued at \$500 to \$600 each, depending on the resources selected.
- The first two workplaces to register, the Ministry of Education (Nepean) and the Canadian Forces Support Unit (Ottawa) will receive a pedometer kit consisting of 36 pedometers valued at over \$500, and the Ministry of Education will also receive a workplace wellness toolkit;
- The first two trails/hiking organizations, South Temiskaming Active Travel Organization and an organization to be announced will receive 50 pedometers each with a value of \$600 each.



## Let Us Know Who's Walking!

The World Record Walk website contains a page entitled "Look Who Is Walking." On this page, we will feature select schools, communities, workplaces, trails organizations/hiking clubs that have registered. Please take advantage of this opportunity to share with the country a little bit of your background and your WRW plans. Simply send us a sentence or two, and a photograph (with written permission of those in the photo). We can provide a direct link to your web site if you wish - please provide us with your URL in that case.

## What is a "Walkolution?"

You will not find the word "walkolution" in the dictionary. It is a new word Green Communities Canada has created, derived from the word *revolution*. The definition of this new word is, "a radical and pervasive change in society that will create a culture of walking." We believe this walkolution can be a significant force in reducing the threat to health and well being posed by the current epidemic of obesity and the juggernaut of climate change.

*"We were made to walk and for 99% of human existence, that's how we moved – by walking. Walking is healthy for the heart, the mind and the soul."*  
- Dr. David Suzuki



## Walkability Road Show Is a Wrap!

The Walk21 Walkability Roadshow is an integral part of Green Communities Canada's "Walkolution." A team of international consultants led by Bronwen Thornton, of Walk21 (London, England) and Jacky Kennedy of Green Communities Canada hit the road between April 16 and May 3, 2007 visiting the communities of Collingwood, Haliburton & Minden, Peterborough, Sudbury, Brantford, Minto Township, Toronto, the Region of Waterloo, and Halifax, Nova Scotia. In each community, the Roadshow team worked with the local people, both professionals and community

members, to inspire action, develop opportunities and deliver training. The Roadshow included meetings with political decision makers, workshops with communities and training for professionals. The communities were benchmarked against the International Charter for Walking adopted by the Melbourne Walk21 conference in October 2006. This audit assessed what is currently being done locally to help achieve more walking, to recognize what the priorities and barriers are for future policy and investment, and to identify what external supports would assist communities to develop and implement ef-

fective local pedestrian strategies. This work will assist in the creation of an international framework for creating and implementing local pedestrian strategies and plans. This framework will be presented in Toronto at the international Walk21 Conference, October 1 - 4<sup>th</sup> (<http://www.toronto.ca/walk21/index.htm>).



*"Walking is as essential to my day as eating, working, and sleeping. It is on my daily walks that I connect with my body, mind and spirit and with the natural environment." – Silken Laumann*



*"The World Record Walk is a great idea and a fun challenge for us. I love walking – it is my favourite way to enjoy the city and travel from place to place. Ontario has some of the finest walking opportunities thanks to the Waterfront Trail. I encourage everyone to get out on Oct 3<sup>rd</sup> to help us set a new world record and begin a healthy new habit."*

*– David Crombie, Founding Chair, Waterfront Regeneration Trust.*



*Green Communities Canada is a national association of non-profit organizations that deliver innovative, practical environmental solutions to Canadian households and communities.*

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