



**Celebration Partner
Toolkit**



About

Walk and Roll Month in Cornwall & SDG is a month-long celebration of walking and rolling for fun, fitness or function across our great region.

Walk and Roll Month is so much more than 30 days in June. It's a celebration of walking and rolling*; an incentive to get outside and move; a gateway to riding, walking, and rolling more often; an excuse to discover a new path or trail; a reason to join a club or participate in an event; the push to bike to work or school; and so much more!

So, let's grab life by the handlebars, lace up our sneakers and celebrate the walking and rolling people, paths and possibilities of Cornwall & SDG.

**rolling = riding a pedal bike, skateboarding, rollerblading, using a scooter, carpooling, and using transit*

Celebration Partners

Everyone can take a leading role in celebrating Walk and Roll Month 2019, whether you are part of a municipal or town government, community organization, local club, bike shop, or any other group interested in making your community better.

Over the years, we've had several key partners who have stepped up to help us celebrate Walk and Roll Month by taking the challenge, spreading the word, and hosting an event. This has helped us to get more people out walking and rolling throughout the entire month of June and beyond.


Make sure you're officially registered as a Celebration Partner!
[Fill out the online form today!](#)

Now that you're registered as a Celebration Partner, it's time to start planning how you're going to celebrate Walk and Roll Month. To help get you started, we've pulled out some ideas and prepared some ready-made resources!

Spread the Word

Promotion matters! Start spreading the word about Walk and Roll Month:

- Like and follow us on Facebook [@walkandrollcornwallsdg](#)
- Add a link to the Walk and Roll Month event page on your website www.walkandrollcornwallsdg.ca/events/walkandrollmonth
- Use #walkandrollmonth2019 when posting on social media
- Use our Customizable Social Media Posts (see p. 4) and image bank



Once you've done these simple things, don't forget the power of **word of mouth** and **leading by example**. So, tell people about Walk and Roll Month and get out walking and rolling as much as you can!



Show us how your community walks and rolls!

Proclaim June as Walk and Roll Month

Are you part of municipal government? If you're already committed to be a celebration partner, why not take the next step and proclaim June as Walk and Roll Month in your city or town? Download a [sample proclamation](#) to get started and [contact us](#) if you'd like us to deliver a presentation to your city or town council.

Showcase local trails, paths, and clubs

Help people discover all there is to do in your city or town by putting the spotlight on local trails and paths or by connecting them to clubs and groups.

If you are a local club or group, Walk and Roll Month is the perfect time to let people know how you promote walking and rolling in Cornwall and SDG. Tell us who you are, what you do, and how people can join or participate in activities and events!

Celebrate your local walk and roll champions

Do you know a local walk and roll champion? Share their story and inspire others. Check out some of the [local champions](#) we featured last year.

Host an Event

Get the community walking and rolling by hosting an event. It's not only a great way to celebrate Walk and Roll Month but it's also a fantastic way to show people what you do!

Need inspiration? Here are some event ideas:

- ✓ Bicycle Tune-ups
- ✓ Cycling Classes
- ✓ Community Bike Sale/Swap
- ✓ Group bike ride
- ✓ Guided community walk
- ✓ Bus on bike demonstration
- ✓ Mayor's ride/walk
- ✓ Walk and Roll to school day
- ✓ Bike safety or repair workshop
- ✓ Film screening and discussion
- ✓ Try-a-trail day
- ✓ Discover a club event
- ✓ Kids bike rodeo

Ready to host your own Walk and Roll Month event? [Tell us](#) about it and we'll help you get the word out and add it to the Walk and Roll Month event page.

Use our Ready-Made Resources

Walk and Roll Bingo Card

Back by popular demand, the [Walk and Roll Bingo Card](#) is revamped and better than ever. It's a fun and easy way for everyone to participate in Walk and Roll Month. Each box provides an easy, fun and accessible for everyone to participate whether in a group, as a family or on their own! The goal? Try to check off as many boxes as possible before the end of June!

The Bingo Card can be downloaded and shared via email or social media, printed for easy handout, or posted directly on your website! You can even set up your own community challenge with prizes.



Customizable Social Media Posts

We've made it easy for you to spread the word about Walk and Roll Month to your audience by creating a series of customizable social media posts for you to use on your platforms. Each message can be used as is or you can customize it to better suit your audience.

- We're celebrating June is Walk and Roll Month across Cornwall and SDG. Check out the different ways you can get in on the fun by visiting <https://wp.me/P8MqjL-2l> #walkandrollmonth2019
- Download the Walk and Roll Bingo Card to see how many boxes you and your family can check off before the end of June! Get your copy here: <https://tinyurl.com/ydgt97k5> #walkandrollmonth2019
- There are so many things to do during Walk and Roll Month. Visit the event page to see how you can get in on the fun – there's something for everyone: <https://tinyurl.com/ycuztel7> #walkandrollmonth2019
- Need inspiration? Check out these local champions we featured last year and find out how they've been walking and rolling. Learn more at: <https://wp.me/p8MqjL-9S> #walkandrollmonth2019

- For all your walk and roll needs, be sure to visit www.walkandrollcornwallsdg.ca and follow @walkandrollcornwallsdg on Facebook. #walkandrollmonth2019
- Go there! Cornwall and SDG have trails, paths and routes for all your walking and rolling needs. Discover something new at: <https://wp.me/P8MqjL-E> #walkandrollmonth2019
- Walk or roll to your favourite local Farmer's Market. Better yet – try discovering them all to enjoy all the region's flavours! Find a Farmer's Market here: <https://wp.me/p8MqjL-b0> #walkandrollmonth2019
- Find a local walk and roll club or group! Learn a new skill, meet like-minded people and have some fun! Get to know our local clubs at: <https://wp.me/p8MqjL-az> #walkandrollmonth2019

Join us at the EOAT Summit



Are you serious about catapulting your community into the walk and roll hall of fame? You're in luck. During Walk and Roll Month, the Township of South Stormont is proudly hosting the 6th annual Eastern Ontario Active Transportation Summit on June 13th, 2019. This is the premier learning and

networking event for those working on or with an interest in creating walkable and bikeable rural and smaller communities.

To learn more about the EOAT Summit and register, visit: <https://walkandrollcornwallsdg.ca/events/eoats-2019/>



Celebrate

We've listed a bunch of ways to help you get started in celebrating Walk and Roll Month. Whatever you decide, as a Celebration Partner, you'll be helping to celebrate all the amazing ways people can walk and roll in Cornwall and SDG.

Need a little help, [contact us](#) and we'll see how we can support you!



Walk and Roll Month is brought to you by



2019 Planning Partners

Eastern Ontario Health Unit

Centre de santé Communautaire de l'Estrie

Transition Cornwall+