



Walk 2 Work Day Guide

Purpose

This Guide will help you plan and run your Walk 2 Work event.

Aims

- To raise the profile of walking as a viable transport option
- To promote walking as something fun and exciting to do
- To emphasise the many health benefits of walking
- To profile Living Streets as the leading walking advocacy organisation

Background

Following on from the success of Walk 2 Work Day events 2009, Living Streets Aotearoa is co-ordinating Walk 2 work events on March 10th 2010. For more info see <http://www.livingstreets.org.nz/walk2work2009>

Description

Walk 2 Work Day is a free event held before work in a location close to the main walking routes, targeting people who have walked all or part of the way to work. Options for a Walk 2 Work event could include:

- A 'centralised' event, with breakfast snacks, information, and possibly entertainment and guest speakers, all taking place at one central location.
- A 'minimal decentralised event', with people handing snacks/information/freebies to walkers at one site, or a few roadside sites.
- A 'decentralised' event based around workplaces.

This generic planning document is based on the centralised pilot event run in Wellington in 2008. Breakfast snacks were accompanied by stalls, entertainment, speeches, spot prize draws and a walking story competition. The event was preceded by media advertising, posters, and e-mail advertising, with flyers handed out on major walking routes during the week leading up to the event. Walk 2 Work Day organisers can adapt this proposal to suit their local situation. (See the information at <http://www.livingstreets.org.nz/events.htm#ours> and the photos at www.walkit.info)

Good advance planning helps make the day go smoothly and the organisation of the event more efficient. Good advance publicity is the key to good participation, particularly of current non-walkers.

The following timeline is a high level guide, for you to adapt to suit your event.

Timeline

When	Action	Who	Notes
<i>5 months in advance</i>	<p>Put together organising committee.</p> <p>Apply for grant for running the event from the Community Partnership Programme.</p> <p>Talk to other organisations about options for joint running of the event.</p> <p>Identify other other events around the same time and investigate options for linking with them for publicity</p> <p>Identify other events around the same time and investigate options for linking with them for publicity.</p> <p>Book breakfast venue(s) and sites for advertising banners, if applicable</p> <p>Identify event websites to advertise on.</p> <p>Develop draft budget.</p> <p>Seek sponsorship for food and prizes</p> <p>Invite speakers and VIPs.</p>		<p>3-6 people, including a co-ordinator.</p> <p>You could try regional sports trusts, local or regional authority, walking groups.</p> <p>The launch of a new walking map would be the perfect companion event.</p> <p>For example, flyers in event packs.</p> <p>Preferably an all-weather venue, or book an alternative wet weather venue close by.</p> <p>See sample.</p> <p>See Appendix Ten – Wellington Pilot for ideas.</p> <p>For example, mayor, key councillors, MPs, celebrities.</p>
<i>4 months</i>	<p>Ask your local authority for the walking counts on likely routes</p> <p>Make up list of tasks for volunteers.</p> <p>Book entertainment.</p> <p>Get permission from local authority to put up roadside signs/have roadside stalls.</p>		<p>See sample.</p> <p>For example, music, actors on stilts.</p>

	<p>Arrange for local/regional authority to publicise event in their community news sheet.</p> <p>Compile a list of local employers who may be happy to advertise to staff via email. Collect names and email addresses of contacts (communications or HR team).</p>		
<i>2 months</i>	<p>Design and produce posters.</p> <p>Design and produce T-shirts for Volunteers or order Living Streets T-shirts</p> <p>Design and produce leaflets.</p> <p>Design and produce signs/banners</p>		<p>Include sponsors' logos; have different sizes to suit different sites, e.g. A4 and A3.</p> <p>These could include information on local walking routes</p> <p>For example, corflute for erecting at roadside sites or in the kerbside gardens of people happy to publicise Walk 2 Work Day in advance.</p> <p>Include sponsors' logos.</p>
	<p>Make a list of places to display posters, place corflute signs, leave flyers / hand out flyers, chalk routes.</p> <p>Collect email addresses for distributing Walk 2 Work information by email</p> <p>Arrange for information stalls at breakfast.</p> <p>Organise for local or regional authorities to promote event on their website and in their events listings.</p> <p>Organise for local community groups to advertise the event on their website, community noticeboards and in their community newsletters.</p>		<p>Include sponsors' offices, participating workplaces, local Living Streets members, shoe shops, libraries, council service centres, citizens advice bureaux, community coordinators, gyms, swimming pools, local shops.</p> <p>e.g. Workplace Travel Planners, local councils and local groups, large employers.</p> <p>For example, health agencies, road safety, walking groups, sustainability and environmental groups.</p>
<i>1 month</i>			

	<p>Draw up timetable for the day.</p> <p>Book radio advertising.</p> <p>Organise tables, staging, display boards, access to water etc.</p> <p>Make initial contact with media, try to arrange a pre-event story.</p> <p>Arrange a photographer / video grapher for Walk 2 Work Day</p> <p>Prepare information sheets for people on the day</p> <p>Locate volunteers and assign a coordinator for the volunteers.</p>		<p>Include speakers, prize draws and thank you messages. See sample.</p> <p>For example, arrange for radio coverage of the day, suggest feature article - have an 'angle' in mind, e.g. someone who's determined to give walking a go on Walk 2 Work Day.</p> <p>Media, speakers, display tables, helpers, employers</p>
<i>3 weeks</i>	<p>Draw up site plan(s).</p> <p>Arrange newspaper advertising.</p> <p>Distribute posters/leaflets.</p>		<p>Consider the flow of the people at the event and ensure there is access to adequate power. Focus people close to and facing speakers.</p> <p>As per prepared list of places.</p>
<i>2 weeks</i>	<p>Send media release.</p>		<p>Include contact details (mobile no.) that can be used on the day. See sample.</p>
<i>1-2 weeks</i>	<p>Put up banners and signs.</p> <p>Confirm arrangements with volunteers and stall holders.</p> <p>Produce an information sheet for the media and VIPs.</p> <p>Send out reminder emails to all Sponsors, helpers, stall holders, speakers.</p> <p>Put together thank you list for the day.</p> <p>Re-send media release and follow up with phone call.</p>		<p>When, where, tasks.</p> <p>See sample.</p>

	Buy additional food and prizes, if required.		
<i>On the day</i>	<p>Ensure the co-ordinator is free to roam and troubleshoot. Provide good support for the media and VIPs.</p> <p>Identify people who you should direct the media to.</p> <p>Make organisers easily identifiable.</p>		<p>Meet and greet, make information about the event available to them, make sure they know what they're to do and when, thank them.</p> <p>Have a media liaison person, who looks for people who've walked to work for the first time, people who have walked a long way, famous people. T-shirts, name badges.</p>
<i>Afterwards</i>	<p>Clean up. Send follow-up media release immediately after event. Send invoices if necessary. Send thank you letters.</p> <p>Hold debrief meeting. Relax.</p>		<p>See sample.</p> <p>Sponsors, stall holders, speakers, helpers.</p>

Appendix One

Sample Budget

The budget for the 2008 Wellington Walk 2 Work Pilot is based on an event for 250 walkers. Some items can be reused for other events e.g. sandwich boards, or bought in bulk for multiple events, e.g. balloons, pens and mints.

Expenses for the pilot included a paid co-ordinator. A grant for the event was not applied for as the decision to run the event was made at short notice.

This budget includes an indication of the value of sponsored goods.

Sponsorship

The Wellington Company (cash)	\$250
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Equipment Sponsorship

WCC - PA system	\$300
Brooklyn Community Centre (12 trestles, usually \$10 each)	\$60
TOTAL VALUE OF DONATED EQUIPMENT	\$360

Food Sponsorship

Commonsense Organics apples (2 crates; 36 kg)	\$72
Pandoro hot cross buns	\$360
Caffe L'Affare coffee (1.5 kg)	\$30
TOTAL VALUE OF DONATED FOOD	\$462

Prize Sponsorship

SPARC T shirts (20)	\$300
SPARC water bottles (20)	\$80
Shoe Clinic sports tops (2)	\$50
Shoe Clinic \$10 discount vouchers (50)	\$500
NZ Bus voucher	\$95
L'Affare gift pack (1)	\$35
Pandoro gift packs (6)	\$72
Living Streets 2 bags	\$20
TOTAL VALUE OF DONATED PRIZES	\$1,152
TOTAL VALUE OF SPONSORSHIP	\$1,974

Expenses

Labour

	One-off	Re-useable
Coordinator 40x \$20 + GST	\$900	
Helpers	\$0	

Venue and equipment

PA system (provided free of charge by Council)	\$0
Trailer Hire (was required)	\$35
Trailer Hire (helper giftcard)	\$20
Trestle borrowing (giftcard Brooklyn Community Centre)	\$30
Hiremaster (urn & teapot)	\$29
Subtotal	\$114

Expenses (cont'd)	One-off	Re-useable
<u>Publicity</u>		
Design	\$0	
Flyers (2000) - 3-up single-sided		
Flyers (2000) - 2-up double-sided	\$124	
Posters (100) A4 colour	\$135	
Posters (3) A3 colour	\$15	
3 sandwich boards		\$250
Subtotal	\$274	
<u>Entertainment</u>	\$0	
<u>Food (not sponsored)</u>		
Moore Wilson (breakfast groceries)	\$81	
Additional Food	\$36	
Subtotal	\$117	
<u>Prizes</u>		
Mystery Prize (walking stories)		
- The Shoe Clinic	\$150	
Spot Prizes (Cello bags/easter eggs)	\$49	
Balloons, pens, mints etc		\$340
T-shirts (10)		\$180
Subtotal	\$199	
Total	\$1,604	\$770
GST	\$178	
GST exclusive	\$1,426	
NET COSTS	\$1,176	

Appendix Two

Sponsorship Guidelines

Think about the organisation you are approaching and what they might want to achieve from being involved with Walk 2 Work Day.

As a minimum, your proposal should identify:

- What – what is the opportunity and what do you think it offers the sponsor?
- How – how can you work with the sponsor to help achieve positive outcomes?
- When – when will the proposed activity take place?
- Where – where is it – location, venue?
- Who – who is organising the event, who will take part, who will see it (age, gender, ethnicity)?
- How – briefly, how will it happen?
- Why – why should the sponsor work with you? Your event may be terrific, but for the sponsor to become involved it must have benefits for them.

Wellington Walk 2 Work pilot – how the sponsors' goals tied to the event:

- The Wellington Company is a development company which prides itself on its sustainable approach to development.
- The NZ Bus Company (Go Wellington) promotes the same message as Living Streets that walking and public transport go hand-in-hand.
- SPARC support events which promote activity.
- Pandoro is a boutique bread outlet with two shops, which are both easily accessible to main walking routes in central Wellington.
- Caffè L'Affare is a café with a good reputation for helping out with community events.
- Commonsense Organics is a large organics shop which sponsored the Go by Bike breakfast.
- The Shoe Clinic has given Living Streets discount vouchers for other events in the past, and one of the target audiences for this business is people who walk.

Appendix Three

Sample Task List

On the day, volunteers may be needed for the following tasks:

Co-ordinator	1	
Media liaison	1	
VIP meeter/greeter	1	
Announcements	1	
Extra helpers	2	
Collect/deliver/return trestles	2	
Collect fresh food	1	
Breakfast preparation	3	
Breakfast servers	3	(one per table)
Registration (for prizes etc)	2-3	
Walking story competition judge	1	
Prize table/collect butts for draw	1	
Living Streets information table	1	
Chalk footpaths		As many routes as possible
Roadside sites		2 per stall
Clean/return hired/borrowed items	1	

Appendix Four

Sample Flyer

Front-side
Advertise the Event

WALK 2 WORK DAY



**Do you walk to work?
all the way or part of a longer journey?
Come and celebrate **WALK 2 WORK DAY!****



INSTANT PRIZES!

BREAKFAST TREATS!

**WEDNESDAY 19TH
MARCH 2008**

**DROP IN TO
FRANK KITTS PARK
7AM TILL 9AM**



Sponsored by



For more information call Living Streets Aotearoa ph (04) 385 8280
www.livingstreets.org.nz

Reverse-side

Walking Story / Registration

Tell us about your Walk2Work and you could win a Mystery Prize!

Living Streets Aotearoa highlights the positive side of walking and the diverse nature of people on foot. Help us to promote the many benefits of walking by adding *your* story to our kaleidoscope of tales from the footpaths.

Just answer the questions below and hand in this brochure at Walk2Work Day breakfast or post to Freepost 203122 PO Box 25242 Wellington, or download the form and email to info@livingstreets.org.nz by 5pm Monday 17th March to be in to win!

Name: (essential)	
Email:	Phone:
Organisation/company:	Job Title (optional)
Home Suburb:	Work destination:
Age (optional)	Ethnicity (optional)

Would you be happy to receive occasional information about walking? Yes/No

How often do you Walk2Work? (every day/ twice a week etc)

How fast do you go? (Run/jog/brisk walk/ stroll) circle one

Do you walk all the way or part of it? How do you travel for the other part e.g. bus/ car

How long does the walk take?

What do you like best about the walk?

Why do you walk? (convenience/ money/fitness/climate change/to unwind/pleasure)
(you can circle more than one or add comments)

How would you encourage more people to Walk2Work?

I give permission for these details to appear on the Living Streets Aotearoa website. Yes/No
I give permission for these details to be passed to journalists to encourage publication of Walking Stories on and around March 19th. Yes/No
(Your email and phone details will be kept confidential in both cases)



Appendix Five

Sample Letter to Employers

Dear

Wednesday 19 March 2008 is Walk 2 Work Day.

In Wellington there are free breakfast treats in Civic Square from 7-9 a.m for people who walk all or part of their journey to work. There'll be great spot prizes, stalls, and a walking story competition. Organised by Living Streets Aotearoa, the event is being publicised through radio and newspaper advertising and posters. It's sponsored by [*list sponsors*], with food provided by [*list food sponsors*]

We would like to ask for your help in getting your staff throughout NZ to walk all or part of their journey on Walk 2 Work Day (and afterwards too!).

We would very much appreciate it if you could circulate a message to all staff in the near future, encouraging them to Walk 2 Work on 19 March. We've included below a short message about the benefits of walking to work – please feel free to pass this on.

For further information about the Wellington Walk 2 Work Day, contact 04-385 8280.

Yours sincerely

Appendix Six

Sample Event Timetable

This is the Event Timetable from the 2008 Wellington Walk 2 Work pilot:

6.00 –helpers chalk all main footpath routes

6.15 – breakfast helpers and trestle tables to Frank Kitts Park

7.15 - Celia Wade-Brown, Councillor for Wellington City Council, walking advocate
* Raffle Draw One

7.30 - Annette King, Minister of Transport and MP for Rongotai
* Draw Two

7.45 – Ian McKinnon, Deputy Mayor of Wellington City
* Draw Three

8.00 – Sue Kedgley, Green Party MP
* Draw Four

8.15 – Diana O’Neill, SPARC (Green Prescriptions)
* Draw Five

8.30 – Andy Foster, Councillor and Portfolio Leader for Urban Design and Transport
* Draw Six
Winners of story competition announced

9.00 – breakfast finishes; clean up

Appendix Seven

Sample Pre-event Media Release

MEDIA RELEASE

For immediate use

6 March 2008

Wellingtonians Walk 2 Work on Wednesday

Free breakfast treats are on offer in Frank Kitts Park between 7 and 9 am on Wednesday March 19th for Wellingtonians who walk all or part of their journey to work.

Walk 2 Work Day event coordinator, Carol Comber, says "Wellington walkers, come along for hot cross buns, fruit, tea and coffee on your way to work. There will be a prize for entering a Walk2Work Story on flyers distributed in the days before the event, at the breakfast, or downloaded from the Living Streets website www.livingstreets.org.nz.

A recent study prepared for The Wellington Company comparing staff travelling to work in different centres found twice as many Wellingtonians walk to work as Aucklanders.

This is backed up by Statistics data showing how Wellingtonians get to work. 45% use a car to get to work in Wellington but all other NZ cities have more than 60 or 70% car use.

Celia Wade-Brown, President of Living Streets Aotearoa, says "We should also include most bus and train passengers as walkers. Most of their journeys start or finish with a walk. Walking is something we can all do to reduce our fuel dependence."

She has interviewed several people who walk all or part of their journey to work. They appreciate Wellington's views, compactness and friendly feel. Many cite the benefits of climate-friendly transport as a reason for walking, as well as improved fitness and relaxation. Their walk to work journeys include:

- 35 minutes from the railway station to the hospital, for a medical social worker, every day come rain or shine
- 20 minutes along the waterfront from Oriental Bay for the Mayor twice a week
- 30 minutes for a Brooklyn consultant through Central Park to central government offices
- 1 hour run from Karori through the Town Belt to City Council once or twice a week
- 25 minutes from Hataitai through Mt Victoria walkways to Courtenay Place
- 20 minutes from the Island Bay bus to work in the mornings.

(contacts available on request)

30 minutes a day of brisk walking meets our minimum health needs for physical activity. A brisk walk helps people be alert for work in the morning and de-stress before getting home again. The 30 minutes doesn't have to be all in one go. Two sets of fifteen minutes will provide the same benefits.

For more information:

Celia Wade-Brown, President, Living Streets Aotearoa, 027 483 6691
Carol Comber, Walk 2 Work event coordinator 027 205 4554

www.livingstreets.org.nz

Appendix Eight

Sample Information Sheet

Walk 2 Work Day, Wellington

19 March 2008

What's going on?

Walkers coming into Wellington city on Wednesday 19 March are being invited to enjoy free breakfast treats at Frank Kitts Park from 7am - 9am. Walkers will get the chance to win some great prizes, and can enter their walking story into a mystery prize completion.

Entertainment, including short speeches by local VIPs, will accompany the breakfast. Local personalities participating this year will include the Minister of Transport Annette King, Sue Kedgley MP, Wellington's deputy mayor Ian McKinnon, Councillor Celia Wade-Brown, Councillor Andy Foster and Diana O'Neill from SPARC.

Why is it happening?

Wellington's Walk 2 Work Day, is aimed at encouraging people to commute to their workplace on foot, and creating an awareness of the benefits of walking as a healthy, efficient, convenient, low-cost means of transport which contributes to a reduction in the major problems of inner city traffic congestion and pollution. Wellington has some of the most picturesque views in the country and its compact nature makes it ideal for walking commuters.

Who's organising it?

Walk 2 Work Day 2008 is being organised by Living Streets Aotearoa. Living Streets is an incorporated society with regional volunteer branches encouraging more people to walk, more often and advocating on walking issues. Living Streets actively encourages more people to walk for some of their journeys, and to combine walking with public transport.

Who's supporting it?

This is the first Walk 2 Work event, a pilot for larger regional events in coming years. It is sponsored by SPARC, The Wellington Company, Go Wellington, The Shoe Clinic, with breakfast food donated by Pandoro, Caffè L'Affare and Commonsense Organics.

For further information about the event, please contact Carol Comber of Living Streets Aotearoa on 385 8280 or 027 205 4554

Appendix Nine

Sample Post-event Media Release

19 March 2008

MEDIA RELEASE **Wellingtonians Walk 2 Work**

For immediate use

Living Streets Aotearoa **Media release for immediate use** **19th March 2008**

Wellington's weather smiled on between 250 and 300 people who took time out from their walk to work to fuel up on hot cross buns and coffee at Frank Kitts Park this morning.

Carol Comber of Living Streets Wellington, who co-ordinated Wellington's Walk 2 Work Day, said "It was fantastic to see so many people enjoying the food and standing in the sunshine chatting to fellow commuters. Today was a wonderful celebration and a real reminder that walking is a great way to get to work."

Celia Wade-Brown, city councillor and president of Living Streets Aotearoa said "This is the first time we've organised the event and we were thrilled with the number of people who came along. This is the first step towards running an annual national walking event, similar to Go By Bike day."

In brief speeches, Minister of Transport Annette King, Green MP Sue Kedgley and deputy Mayor Ian McKinnon all spoke of the need to promote walking for its environmental, health, economic and other benefits.

Councillor Andy Foster, who leads the council's transport and Urban Planning portfolio, said that good urban design was important for supporting and encouraging walking. Diana O'Neill from SPARC talked about walking as one of key elements of the Green Prescriptions programme.

Living Streets expressed their thanks for support from Wellington City Council, SPARC, the Wellington Company, Shoe Clinic and Go Wellington buses, and for breakfast food sponsorship from Commonsense Organics, Pandora and Caffè L'Affare.

For more information:

Liz Thomas, Director, Living Streets Aotearoa 027 483 6691
Carol Comber, Walk 2 Work event coordinator 027 205 4554

Appendix Ten

Walk 2 Work Day – 2008 Pilot

Walk 2 Work Day was part of the Wellington City Council's "Stepping Out" programme of walking events in March 2008.

The venue, Frank Kitts Park, was selected because it is close to a major walking route along Wellington's waterfront promenade.

- TIP Ensure the power supply at the venue will cope with the demands of a PA and a coffee machine. Preferably, use two different power supplies.

The layout of the venue is important. People will gravitate to the food tables and tend to stay there. Attendance will be spread over the duration of the event; it may look like there are not many people attending at any one time.

- TIP Use the food tables to position the crowd close to the guest speakers.

The event ran from 7 – 9am and included speakers, breakfast snacks and spot prizes, and was expected to attract 100 – 150 people. The weather will always play a key role in determining the number of people attending.

- TIP Have extra food available, in case more people attend (250-300 attended the pilot event, which was on a beautifully sunny morning)
- TIP Brew coffee in advance of the start time, and store in thermos flasks

There were information displays by SPARC, Diabetes Wellington, Wellington City Council Traffic Safety (Stop, Look, Live), Cancer Society, Peace Foundation Walks, Living Streets, Tuesday Lunchtime Walks and the Like Minds campaign.

A satellite event was organised by the Workplace Travel Planner at Wellington Hospital, with 20 spot prizes supplied by Living Streets. Workplace Travel Planners and Active Living Co-ordinators will be happy to publicise and support the event.

The pilot event was heavily reliant on sponsorship. Food and drink were supplied by sponsors (hot cross buns, apples and coffee) with instant prizes mainly supplied by SPARC, supplemented with Living Streets pens, mints, easter eggs and other goodies.

- TIP Apply for grants early on to help cover costs.
- TIP Get sponsors organised early so their logos can be included on posters and flyers without holding up production of flyers and posters.

A spot prize was drawn after each speaker, with the winner telling the crowd where they had walked from.

Footpaths were chalked with reminders on the day of the event.

- TIP Many walkers make a spur of the moment decision to attend when they see the message in chalk on the day.

2,000 flyers were printed. The flyers included a walking stories competition and mystery prize. Flyers were handed out by volunteers on the main walking routes in the two weeks before the event, and used for registration on the day. The walking story competition was downloadable from the Living Streets website (26 entries were received by email in the week leading up to Walk 2 Work Day). On the day a judge was positioned beside the registration desk. She read all the stories and selected the winners. These were

announced at the end of the event, and, if still present, were invited to come up and share their story.

- TIP Incorporating a competition into the registration is a good way of counting attendees and of getting their contact details for advertising future events.

100 posters were printed for display in community facilities and workplaces. Event websites were contacted and email alerts sent to all our networks.

- TIP The city communities team at Council may be able to distribute posters and flyers to swimming pools, libraries and CABs.

Press Releases were sent to the community newspapers and a photo shoot arranged with the Wellingtonian the week before the event. The Wellingtonian published an article on page 2 headlined "Free breakfast for foot soldiers," this was good publicity. The photographer from City Life News took photos at Walk 2 Work Day, which accompanied individual walking stories of people from north, south and west Wellington. Each City Life paper ran a story about someone from their area.

- TIP Suggest angles for stories to be used, and arrange people to talk to reporters and be photographed.

A Living Streets volunteer took photographs and video on the day.

- TIP One stills photographer, and one person to shoot video is preferable.

Finding volunteers can be difficult. Our approach to Living Streets Wellington and Walk Wellington met with small response, but our sign-up sheets on the Living Streets table at Go by Bike Day and at the Newtown Street Fair attracted lots of volunteers.

- TIP Assign one person to co-ordinate the Volunteers. This will ensure that your volunteers are well looked after and really enjoy helping.

The time required to organise Walk 2 Work day will depend on whether you already have contacts for sponsorship, publicity, volunteers, flyer and poster design, etc. The Wellington pilot Walk 2 Work day took 170 hours to organise, starting from scratch.

Appendix Eleven

Sources of Information and Help

Organisation	Address	Tel/Fax	E-mail	Website	Notes
Living Streets Aotearoa	PO Box 25 424 Wellington	(04) 385 8280	info@livingstreets.org.nz	www.livingstreets.org.nz	National body promoting walking.

Organisation	Website	Notes
Local authorities		A number of councils (including Auckland and Christchurch City) run large-scale events.
Regional Public Health bodies and health NGOs, e.g. Cancer Society, Diabetes NZ, National Heart Foundation, etc.		May be able to help with promotion of the event, and may like to have an information table on the day.
Regional Sports Trusts		Active Living Co-ordinators may assist with events.
Walking groups		May provide volunteers, advice, publicity to members etc. There is a list of walking groups in the back cover of the Walking New Zealand magazine.
Community Centres & Community Newsletters		Publicise Walk 2 Work at community centres and in community newsletters.
ACC (Injury Prevention)	www.acc.co.nz	May provide sponsorship and/or displays.
Sport and Recreation NZ (SPARC)	www.sparc.org.nz	May provide drink bottles and t-shirts for prizes.
Energy Efficiency & Conservation Authority (EECA)	www.eeca.govt.nz	Active transport employer resources available on website.
Shoe retailers		May help with publicity, spot prizes, displays etc.
Bike Wise	www.bikewise.co.nz	Bike Wise Week information and tips for event coordinators. Volunteer to help at the Go by Bike Breakfast, use a sign-up sheet to get volunteers for Walk 2 Work day.