

Badge design competition 2025



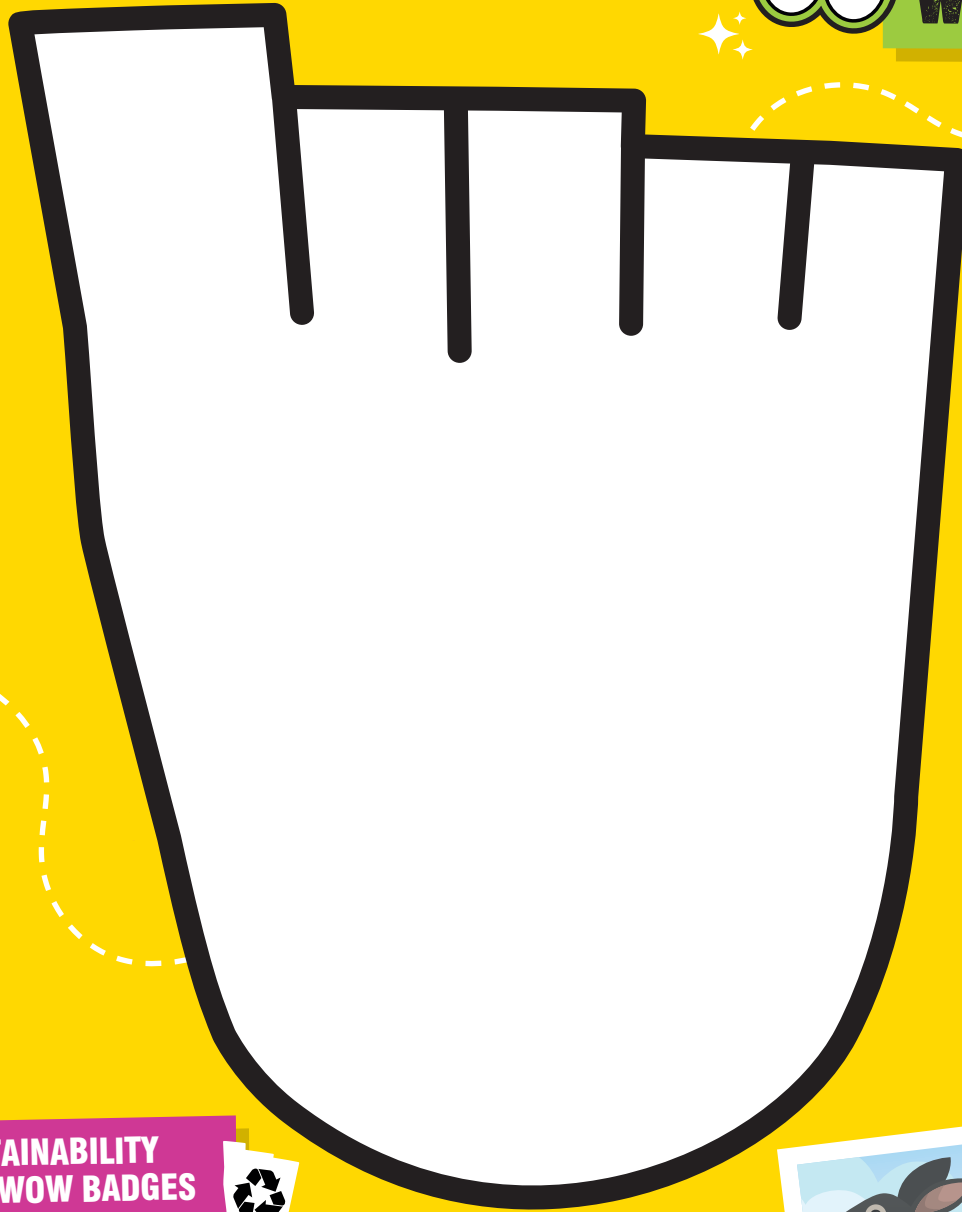
WOW - the walk to school challenge



WALK with JOY



LET'S
WALK TO
SCHOOL



WHAT SHOULD YOU DRAW?

What makes you feel happy? Is it seeing a bright, colourful flower or going on an exciting outdoor adventure? Maybe it's the wagging tail of your pet, eating your favourite yummy snack or playing your favourite game? Does hearing a funny joke make you giggle or does a big hug from someone you love make your heart feel warm? Whatever makes you happy, grab your crayons or pencils and draw it!

EXAMPLES MAY INCLUDE:

- Wildlife or pets e.g. robin, dog
- Local buildings/landmarks e.g. library, statue
- Hobbies e.g. football, painting
- A familiar smell e.g. food, nature

WHATEVER BRINGS YOU JOY, DRAW IT!



SUSTAINABILITY AND WOW BADGES



Our WOW badges are made in the UK from repurposed plastic material, including old fridge trays, plastic plates and off-cuts of yoghurt pot material. WOW badges can also be recycled. Find out more: livingstreets.org.uk/recycling



CLOSING DATE

TUESDAY 25 FEB 2025

PUPILS

Pupil name:

Age:

What did you draw? Why does it bring you joy?

TEACHERS

School email:

School name and address:

Local authority:



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WIN FREE RESOURCES for your school*



Get involved in one of the UK's biggest design competitions for children. Encourage your pupils to think about what brings them joy. We'll turn each winning entry into more than 300,000 badges to be awarded to WOW pupils who walk, wheel, scoot, cycle or Park and Stride to school across the UK next academic year.

WHAT IS WOW?

WOW is Living Streets' walk to school challenge. Pupils log their daily journeys to school on the WOW Travel Tracker. Those who travel actively at least once a week for a month earn a WOW badge, with a new one to collect each month. It's as easy as that. WOW successfully reduces congestion outside schools, helping to tackle road danger and air pollution - all whilst children benefit from being more active.

livingstreets.org.uk/WOW

HOW TO ENTER

STEP 1: Print out the badge template overleaf for pupils

STEP 2: Encourage pupils to get creative – either in class or at home

STEP 3: Select your school's best three designs and submit, either via email to badgecompetition@livingstreets.org.uk or upload at livingstreets.org.uk/badgesubmission

PRIZES

- Winning designs to feature on WOW badges in 2025/26
- Up to £500* free WOW resources for winning schools, plus five additional schools selected by prize draw
- WOW trophies for winners and highly commended runners-up
- Downloadable certificate for your school's top badge designers

* Prizes vary for schools that receive WOW resources from Living Streets projects. Terms and conditions apply. Please visit our website for more details.

TOP TIPS FOR WINNING DESIGNS:

- Be big, bold and colourful!
- Diversity and originality are key to standing out from the crowd!
- WOW badges are only 3cm, so simple designs without small details work best!
- Trademarks, logos and images of Strider will not qualify for the competition.
- Winning designs will be digitally recreated, so pupils can use pencil, crayons or pens.



The WOW badge design competition is for everyone

We support pupils with special educational needs and disabilities to enter the badge design competition. Head to livingstreets.org.uk/badgecompetition2025 to find out more.



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For full details about the WOW badge design competition, visit: livingstreets.org.uk/badgecompetition2025

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

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