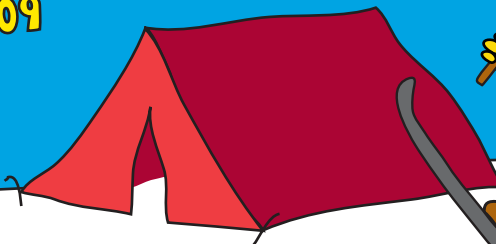
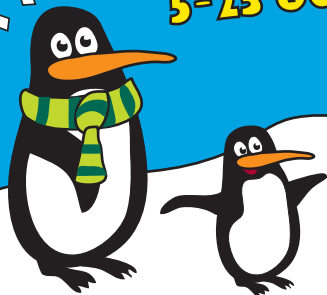


**MEDAL MOTION**

# RACE TO THE SOUTH POLE!

**5-23 OCTOBER 2009**



## DEAR PARENT/GUARDIAN

**YOUR CHILD'S PRIMARY SCHOOL IS TAKING PART IN THE EXCITING MEDAL MOTION INITIATIVE FROM 5-23 OCTOBER 2009.**

Medal Motion aims to encourage young people and their families to walk, cycle or hop on a bus as an alternative to travelling to and from school by car.

**A few days before 5 October, your child will receive a special Medal Motion Travel Record Card from their teacher.** Your child will then be encouraged to note a daily entry on this card about their journey to and from school for the 3-week long campaign and then to total up the points that they have earned for their journeys. **For each point earned, your child can then colour in a section of their own Race to the South Pole map on the reverse of the card.** The key opposite shows how pupils can earn points in order to win their bronze, silver or gold medals.

**The points earned by pupils will be added up for each class and the school that achieves the biggest shift away from travel by car will be the 'Medal Motion Champions' for October 2009 and will be awarded the Medal Motion Golden Trainer Trophy.** In addition they will be rewarded with a class tobogganing trip to SNO!zone in West Yorkshire.

At the end of the campaign there will prizes on offer for the first 1,000 parents to return pupil travel diaries to the Tourist Information Centre in the Dolphin Centre. **Each parent will receive a free Local Motion jute shopping bag and be entered into a free prize draw for £75 worth of vouchers for the outdoor store, Millets.**

During Medal Motion we hope that everyone who can will try to leave their cars at home and bring their children to school using a different form of transport at least once. If there is no option but to travel by car then please consider parking a few streets away from school and walking for the last 5 minutes. The number of young people travelling to school by car in Darlington has dropped by nearly 10% over the last five-years and much of this success is down to you but we don't want to stop there.

Many thanks for your support,

Nick Butler  
School Travel Plan Officer

**WWW.DOTHELOCALMOTION.CO.UK**

Spare Medal Motion resources are available on the Parents & Teachers section of the website



**BRONZE**  
15 POINTS



**SILVER**  
22 POINTS



**GOLD**  
27 POINTS

Walk/Cycle/Bus/Other  
**1 POINT**

Car Share (with other families)  
**1/2 POINT**

Park and Walk (at least 5 minutes walk)  
**1/2 POINT**

Car Alone (with own family)  
**0 POINTS**

Contact Nick Butler, School Travel Plan Officer on: 01325 388 628 to find out how you, your child and their school can make a difference to Darlington.



Lead partner, Bielefeld



BOOSTING  
ADVANCED  
PUBLIC  
TRANSPORT  
SYSTEMS



local  
Motion  
darlington  
Join your town on the move



change  
4 life



DARLINGTON  
BOROUGH COUNCIL