



**BLEND**  
BETTER LIVING: EXERCISE & NUTRITION DAILY

## Walk-At-School

### *What Is It?*

Walk-At-School is a *walk-a-thon* fundraising model assisting schools shift from typical fundraising practices to a fundraising event that can be profitable, sustainable and doesn't undermine students' health. Supported by BLEND, Walk-At-School is a grassroots approach aimed at helping schools make a positive contribution to children's health by providing an environment that promotes physical activity and healthful choices.

### *Why BLEND Supports This?*

Many schools rely on fundraising activities to supplement school budgets and pay for equipment, materials, field trips and more. Often schools sell nutrition-poor foods like candy and cookie dough to raise money for these activities. Given the rising obesity rates, the BLEND coalition is committed to improving the health of children in the Greater St. Cloud area by working with schools to promote healthy practices; including healthy fundraising.

### *How Walk-At-School Impacts Schools?*

It is important that all foods and beverages sold at and by schools make a positive contribution to children's diets and health. Walk-At-School promotes physical activity and minimizes the promotion of unhealthy food products. This model not only supports healthy eating but it is also practical and profitable – allowing 100% of the funds to stay at the school. Additionally, Walk-At-School alleviates the hassle of order fulfillment, decreases traditional fundraising drawbacks, and doesn't require students to sell products for manufacturers.

### *How Can You Help?*

Talk with your PTA/PTO, principal, coaches, school clubs, art, music and athletic departments, booster clubs, and food service about healthier fundraising options. Make sure to pass along the Walk-At-School information to them! You can also sign up for our newsletter and we'll include you on breaking news and action items where and when your help is needed most!

For more information, log on to

[www.BlendCentralMN.org](http://www.BlendCentralMN.org)

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