

# WALKING TO EDUCATION



## CONTEXT

Mexico has thousand of communities in which their children have to travel between 6 and 11 kilometers to go to school every day.

## CHALLENGE

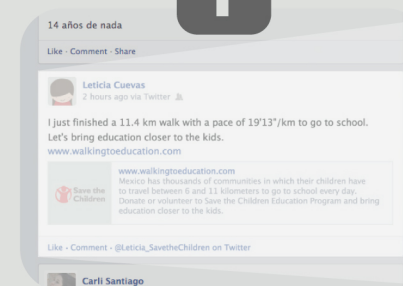
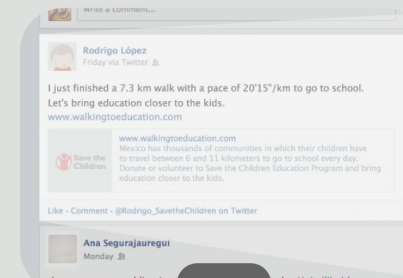
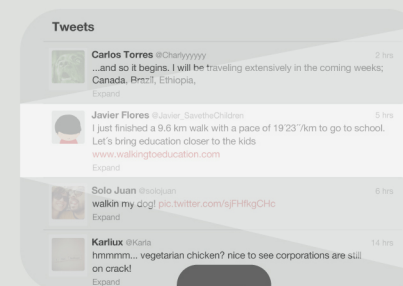
We needed to encourage donations to Save the Children Education Program that brings education to children in their own community. But how we bring closer to people a problem that seems so far from their reality?

## SOLUTION

Our answer was easy, we attached a chip on the shoes of some of the kids that live this problem, and so in the same way that runners post the distance they ran, kids could post the long distances they had to walk every morning to arrive to their school.

## RESULTS

Through retweets and shares the posts spreaded all over the Internet getting people to talk about this issue on social media, donations to the Save the Children Education Program increased by 35%, free media estimated of 2.4 million mexican pesos but more importantly, we brought education closer to the kids.



**Javier Flores** @Javier\_SavetheChildren

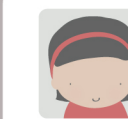
5 hrs

I just finished a 9.6 km walk with a pace of 19'23"/km to go to school.

Let's bring education closer to the kids.

[www.walkingtoeducation.com](http://www.walkingtoeducation.com)

Expand



**Guadalupe Moreno** @Guadalupe\_SavetheChildren

14 hrs

I just finished a 6.9 km walk with a pace of 24'17"/km to go to school.

Let's bring education closer to the kids.

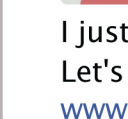
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Expand



**Rodrigo López**

Friday via Twitter



I just finished a 7.3 km walk with a pace of 20'15"/km to go to school.

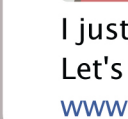
Let's bring education closer to the kids.

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**Leticia Cuevas**

2 hours ago via Twitter



I just finished a 11.4 km walk with a pace of 19'13"/km to go to school.

Let's bring education closer to the kids.

[www.walkingtoeducation.com](http://www.walkingtoeducation.com)

WATCH  
THE  
ATTACHED  
VIDEO



Save the Children