

CHALLENGE!

We're challenging you to become creative fashion designers and use our reflective off-cuts to be more visible at night. Get cutting and sticking and turn your hats, coats and bags into reflective masterpieces.

If you're proud of your design, get an adult to take a picture and share it with us on Facebook @Chapter8Shop!



THE IMPORTANCE OF BEING SEEN

Studies have shown that wearing reflective materials in the dark can help drivers see you three seconds sooner!

Reflective materials allow the lights from vehicles to bounce off them, enabling increased visibility at night.

Check out our photos below that show how dark clothing can make your child barely visible when walking to and from school.

BEFORE



AFTER



WALKING TO SCHOOL SAFELY

Walking, biking or scooting to school is a great way to start the day. Fitting in a daily dose of exercise is not only good for your physical health but great for your mental health too! It fills your lungs with fresh air, making you feel more alert and ready for the day ahead.

With over half of school children choosing to walk to school and dark nights now upon us, we think it's important that children are educated to stay safe and be aware of road safety.



TOP 5 TIPS WHEN WALKING TO SCHOOL

Next time you're walking to school, make sure you follow our five tips below:

1. Plan a safe route, avoiding busy roads and stick to the pavement
2. Walk with an adult and hold their hand when crossing the road
3. Dress brightly to be seen by using reflective materials
4. Stop, look and listen out for cars
5. Find safe places to cross the road

