

**INTRODUCTION ~ WEBSITE COPY**

*Use the below templates to add to your onboarding, travel, or blog pages on the school website to let the school community know that you are a HomeRun school and how to register for the service.*

**We are a HomeRun School**

[School name] are proud to share that #WeAreAHomeRunSchool! HomeRun is the travel app that helps schools understand how their families do the school run. This can help improve school travel for parents, pupils, staff, and local residents. The service will also help enable shared and safer travel, plus create a cleaner, greener school environment.

The school run is now the single biggest contributor to morning rush hour traffic in many areas across the UK, plus one third of a school’s CO2 footprint comes from school travel.

You can now register to our secure HomeRun network, where you will be able to explore alternatives to driving your children to school every day, connect with other parents to discuss journey-sharing, and keep up to date with how your collective actions are reducing the school’s contribution to congestion and air pollution.

Use [school name]’s secure registration link to join our HomeRun community today: [insert registration link provided to you by HomeRun]

By using the HomeRun App, our school community can play their role in helping to collectively reduce the negative impacts of the school run, such as high levels of traffic, CO2 emissions, and air pollution.

To date, HomeRun has supported over 150 schools to:

* Reduce CO2 emissions from the school run by **25%**
* Increase active travel on the school run by **19%**
* Reduce miles driven on the school run by **20%**

Register now and help us play our part in creating a greener school run across the country!

If you have any issues registering, please contact **info@homerun-app.com.**