



American
Heart
Association.



Join the Kids Heart Challenge!

The **KIDS HEART CHALLENGE** is an all-new, your-kids-are-going-to-love-it program that prepares kids for success by supporting their **PHYSICAL AND EMOTIONAL** well-being.

For details, visit
heart.org/kidsheartchallenge



WHAT IT MEANS FOR YOUR SCHOOL

CHOOSE YOUR ACTIVATIONS



JUMP



HOOPS



**NEW!
WARRIOR**



**NEW!
DANCE**

EARN GIVE-BACKS AND INCENTIVES

- **NEW** additions to the US Games catalog. You will receive an **EXTRA 10% off** when using your certificates **PLUS** free shipping.
- **NEW** Direct Contributions Back to Your Schools
- **NEW** Grant Program



Finn, Age 3

BUILD YOUR CURRICULUM

- **New** OPEN curriculum provides a series of classroom-based physical activity plans and resources that support social and emotional learning.
- PE-focused curriculum modules for physical, personal and social responsibility.
- More curriculum in development to support whole child.

SUPPORT YOUR COMMUNITY

- **FUN** interactive characters that reinforce emotional and physical well-being with augmented reality interface and easy online fundraising.
- **NEW** updates to our popular app and two **NEW** Heart Hero characters whose messages support the whole child.
- **NEW** Facebook community site for educators to share stories, best practices and successes.

"Thank you for supporting special hearts like mine!"

We are the largest nonprofit funder of lifesaving research. We proudly support you, your schools and America's youth.



**A RELENTLESS FORCE FOR
A WORLD OF LONGER,
HEALTHIER LIVES.**

Addressing what matters most to educators and parents – preparing children for success through **physical and emotional well-being.**



#kidsheartchallenge

PE IS A PRIORITY!

- We fight for physical education in schools.
- We advance policies prioritizing staff and student well-being.

HEALTHY FOOD = HEALTHY KIDS!

- We make sure dietary guidelines are met for 44 million school meals.
- We work with the Alliance for a Healthier Generation for healthier meals and physical activity for kids.
- We work to ensure all restaurant meals marketed to children meet nutrition guidelines.

A GENERATION OF LIFESAVERS!

- CPR in Schools trains millions of students and teachers to save lives.
- We helped pass laws requiring CPR training for graduation in 38 states.

LET'S MOVE, PEOPLE!

- We help more than 4 million students get at least 60 minutes of daily physical activity through NFL Play 60.
- We help teachers buy more PE equipment through US Games give-backs.