



American Heart Association.
Heart Walk.

QUESTIONS

Where do the proceeds go?

Donations raised for the First Coast Heart Walk will go to the American Heart Association, funding lifesaving heart disease and stroke research as well as community programs and advocacy efforts. For more information on the American Heart Association visit www.heart.org.

What is a Company Leader, Coach and Walker?

Company Leader: Leads the First Coast Heart Walk efforts at your company.

Coach: Helps us by recruiting walkers in their department or personal network.

Walker: Helps raise funds and awareness through 1-on-1 contact with co-workers, friends and family.

Top Walker: Participant who raises \$1,000 or more.

Do I have to pay a registration fee?

There is no registration fee, but fundraising is encouraged. Participants who raise \$100 or more will be able to select thank you gifts as part of the rewards program.

What are Red and White Caps?

The term "Red Cap" refers to heart disease survivors and "White Hat" refers to stroke survivors who are honored with a red or white cap to wear at the Heart Walk. On the morning of the event, adult survivors are encouraged to visit the survivor tent to pick up their red/white cap and share their story. For child survivors, we will have red capes at the survivor tent.

If you are a survivor, we want to hear from you! Email us at ahafirstcoast@heart.org with the subject "I Want to Share My Story!"

When and where is the First Coast Heart Walk?

The First Coast Heart Walk will be held on Sept. 9th at the Jacksonville Fairgrounds - 510 Fairgrounds PL, Jacksonville, FL 32202, Festivities begin at 8:00 a.m. & the walk begins at 9:30 a.m.

How long is the walk?

The First Coast Heart Walk route is 5 kilometers (3.1 miles) long. There is also a 1-mile route available for our survivors and beginner walkers.

Can I run the course instead of walking?

Yes, you may run the course. However, you will not be timed and awards are not given for completing the course.

Where do I turn in donations?

You can turn in money to your coach or your American Heart Association staff partner prior to the Heart Walk. At the walk, donations can be brought to the "Donation Turn-In" tent. Donations will be accepted before, during and after the Heart Walk.

If I can't make it to the walk, can I still participate?

If you can't attend the event, you can still participate as a virtual walker. Sign up online and fundraise right from your personal webpage. Try to encourage your donors to give by credit or debit card online, or mail checks to the American Heart Association using the donation form link on your personal donation web page.

What if the weather is bad?

The event will be held regardless of weather. If it is raining, please bring your umbrella and other rain gear.

Are strollers and pets allowed?

Strollers are allowed! The Heart Walk is a family event. Pets that are friendly and leashed are allowed.

What should I wear that morning?

Companies and/or teams typically design their own shirts to wear at the walk to show their spirit and distinguish themselves from the crowd. If you do not have a company t-shirt, any workout clothes will work. Don't forget your walking shoes!

Where do I register?

Visit www.firstcoastheartwalk.org . Click "Register". Follow prompts to complete registration.

How do I edit my personal username and/or password?

Login on FirstCoastHeartWalk.org, Choose My Profile, then proceed to Change/ Reset Password. If you have questions, please contact your AHA Staff Partner, Carmen Stokes, at carmen.stokes@heart.org.

How do I edit my personal goal?

Login on FirstCoastHeartWalk.org, Click My Dashboard, Click Edit My Goal.

When will my company picture be taken?

Exact company photo times will be sent to Company Leaders as the walk approaches, along with helpful information. You can find your photo time day of event, by checking the Company Photo Time Scheduled, posted next to the bleachers.

Where do I park?

Parking is free for all attendees in Lot J and surrounding lots. When heading to the Walk, enter the address for TIAA Bank Field (1 TIAA Bank Field Drive, Jacksonville, FL). ADA Parking is available with a handicap tag in lot D of the Jacksonville Fairgrounds (Accessed via A Phillip Randolph Blvd).

Family Friendly Activities?

The Heart Walk is a family friendly event and we encourage you to bring walkers of all ages! This year our Kids Zone is full of fun games and activities. Children of all ages will be able to play life size yard games, face painting, balloon animals, and explore the Jacksonville Jaguars Fan Bus!

What Should I bring?

We suggest that you bring the following items to the park with you,

- Snack
- Water Bottle
- Sunscreen

