



American Heart Association®

Heart Mini-Marathon & Walk™

Sunday, March 17,
2024



PRESENTING SPONSORS



THANK YOU



SPONSORS



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Kroger  health

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HEALTHCARE

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READY FOR THE WORKDAY®

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TECHNOLOGY SOURCING SOLUTIONS

 **ENSEMBLE**
HEALTH PARTNERS

FIS



AtriCure

 **Health.**

RXBAR®

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B-105.1
CINCINNATI'S NEW COUNTRY!

LOCAL 12
WKRC @ CINCINNATI

Q102
CINCINNATI'S
HIT MUSIC

FLEET FEET | DUKE ENERGY | CARESPRING | DIVISIONS MAINTENANCE GROUP
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GREAT AMERICAN INSURANCE GROUP | MILACRON | MASSMUTUAL ASCEND
THE NOYES KNEES INSTITUTE | ROTEX

In-Kind Donation:
GoGo SqueeZ



Heart Mini 2024

CHAIRPERSON'S WELCOME



BRIAN GWYN
MERCY HEALTH

It is an honor to serve as chair of the 2024 Heart Mini-Marathon & Walk. This year's event is especially significant as the American Heart Association is celebrating its centennial year! For 100 years the American Heart Association has saved and improved lives, pioneered scientific discovery and advocated for healthy communities. With bold moves and supporters like you, the Heart Mini saves lives by bringing together friends, families, and coworkers.

Mercy Health has been a longstanding supporter of the Heart Mini as we share the American Heart Association's mission is to save and improve lives for all people -- everywhere. That's why we are so excited to support the Greater Cincinnati tradition that is the Heart Mini! By running and/or walking in the Mini, you are joining 20,000 participants who are fighting heart disease and stroke and honoring those who have been directly impacted by these diseases.

Our survivors are the Heart of the Mini campaign and why there is an urgent need to continue raising critical funds to improve the outcomes. While we are proud to share that the American Heart Association is currently funding over \$11M in research right here in Greater Cincinnati, each year hundreds of lifesaving projects are shelved due to lack of funding. Your support is truly critical.

As you prepare for Heart Mini weekend, please know you make a direct impact from the moment you register. Whether you are a survivor, caregiver, healthcare provider, sponsor, donor, or running/walking for your own heart health – you are coming together with a Heart of Gold.

Thank you and I look forward to seeing you on March 17!

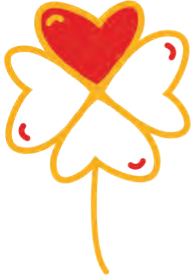


American Heart Association®

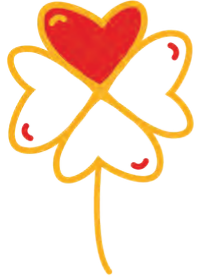
Heart Mini-Marathon & Walk™

EXECUTIVE LEADERSHIP TEAM

THE AMERICAN HEART ASSOCIATION IS EXTREMELY GRATEFUL TO THIS GROUP OF EXECUTIVES WHO MADE THIS YEAR'S CAMPAIGN POSSIBLE!



BRIAN GWYN, CHAIRMAN



AMBER BAUGH



ANGIE WIRICK



KIM MAJICK



BOBBY RODRIGUEZ



DEB KISER



KATE ROETTGENS



JOHN JUECH



CHRIS WEINGARTNER



AMBER CRAWFORD



TOM DUNCAN



SARAH HAINES



DR. HEIDI MURLEY



STEVEN SWISHER



JAMIE LANDHEER



FOR EXTRA RUN/WALK MOTIVATION

Need some extra motivation while you're running/walking on Sunday, March 17? Check the back of your race bib for a motivational story of someone who needs YOU to run/walk like their life depends on it!



HEART MINI AND AHA APPAREL



**CHECK OUT
OUR EXCLUSIVE
HEART MINI
POP UP SHOP!**

Explore our handpicked collection of Heart Mini apparel and accessories.

Store Powered By:



EARN AMERICAN HEART ASSOCIATION SWAG!



Your fundraising earns you points in your personal Reward Center – points you can redeem for Heart Hero Gear!

Log in to your Heart Mini HQ on your PC or HW App to visit the Rewards Center.

RESEARCH IMPACT

\$11.2 MILLION
AWARDED TO THESE
RESEARCHERS ACROSS THE
GREATER CINCINNATI AREA

ANDREA BEATON, M.D.
BRITTANY GONZALEZ, PH.D
DONALD LYNCH, MD
ESHANA MUKHOPADHYAY, MS
IVAN WILMOT, M.D.
JEAN-PIERRE AMOAKON
JEFF MOLKENTIN
JIALIANG LIANG, PHD

KATHERINE YUTZEY
KYLE WALSH, MD, MS
LISA GREEN, PHD
MARIA USCATEGUI CALDERON
MEI XIN, PHD
MIGUEL CHIURILLO, PHD
NA XU, PHD
NICOLE PEK, B.S.

OMAR BRITO-ESTRADA
POONEH NABAVIZADEH, MD
RAJESH KUMAR KASAM, MSC
SAKTHIVEL SADAYAPPAN, PHD
SARAH DE LOIZAGA, M.D.
SHARON PARKINS, BS
SHIJIE ZHOU, PHD
TAEJEONG SONG, PHD
ZHIYUN YU, B.S



Food is Medicine

With anchor support from The Rockefeller Foundation and contributions from inaugural collaborator Kroger, and other organizations, the American Heart Association's Health Care by Food initiative is engaging in scientific research and public policy advocacy to promote the adoption of interventions that reduce chronic health conditions and curb health care costs.

The Health Care by Food initiative will address barriers to the widespread adoption of healthy food as a treatment for chronic disease and the health inequities that result.

Food is medicine may be defined as providing healthy food resources to treat, manage, and prevent specific chronic conditions in coordination with the health care sector.



**SATURDAY,
MARCH 16**

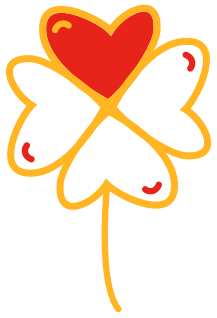
**REGISTRATION, PACKET PICKUP &
DONATION DROP OFF**

MESSER CONSTRUCTION

643 W Court St, Cincinnati, OH 45203

For all those who registered after February 14th, you can pick up your packet at Packet Pickup.

9:00 AM - 3:00 PM



HEARTS OF

Gold

MARCH 17, 2024



**REGISTRATION, PACKET PICKUP &
DONATION DROP OFF**

FIRST FINANCIAL CENTER

255 EAST FIFTH STREET, CINCINNATI, OH 45202

6:30 AM - 12:00 PM

BAG CHECK

BUS ON CORNER OF 5TH & SYCAMORE

6:30 AM - 12:00 PM



KROGER 'EAT STREET' ZONE

Enjoy your post-race water, bananas & snacks provided by Kroger & their brand partners.



COMMUNITY TEAM ZONE

Visit the special meet-up area provided by Cintas in the East Driveway of the P&G Towers, after Eat Street, with your team members to celebrate the top fundraising Community Teams!



POST-RACE STRETCHING

Mercy Health Orthopedics will be onsite for post-race stretching in P&G Gardens.



ST. ELIZABETH HEALTHCARE'S **HEART HALF MARATHON**

7:30 AM START

The Half Marathon course will close at the 9-mile mark at 10AM. Start line is at 5th & Lawrence.



15K HEART MINI

7:30 AM START

Start line is at 5th & Lawrence.



UC HEALTH'S **1K STEPS FOR STROKE**

10:00 AM START

Start line is in the intersection of 5th Street & Sycamore. Steps for Stroke is a walk event featuring stroke and heart disease survivors walking 1,000 steps. Join us to celebrate and cheer on these inspiring walkers in what is guaranteed to be a powerful event.



ALTAFIBER'S **5K HEART RACE**

9:45 AM START

Start line is at 5th & Lawrence.



FIS & WORLDPAY'S **1.5K KIDS RACE**

10:30 AM START

Chip timed race for kids up to 12 years old. Start Line is at 5th & Lawrence.



KONCERT'S **5K HEART WALK**

11:00 AM START

Start line is at the intersection of 5th & Lawrence and will finish on 6th Street.

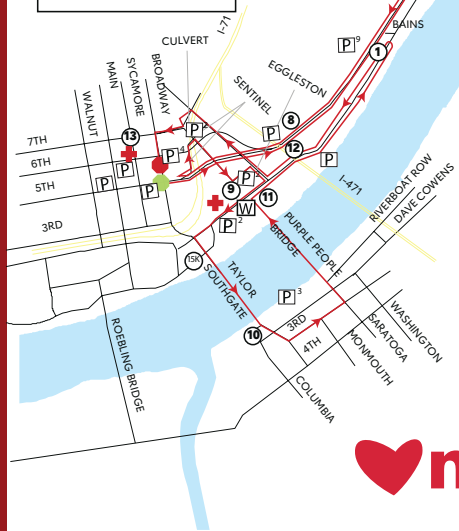
COURSE MAPS



American Heart Association.
Heart Mini Marathon & Walk™

*course and assets are subject to change

LEGEND	
	course
	start
	finish
	mile markers
	water
	port-o-lets
	medical



HEART HALF MARATHON March 17, 2024

Sponsored locally by

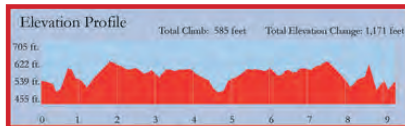


TURN BY TURN DIRECTIONS:

Start on 5th between Broadway and Sentinel, go east on 5th as 5th becomes Columbia Pkwy before Delta and on the return, go north on Torrence Pkwy to a turn around on Torrence Pkwy about 1/4 mile up, on the return down Torrence Pkwy, turn west on Columbia Pkwy and as you approach downtown continue onto 5th Street, and a quick right onto Sentinel, right on Culvert, left on 4th Street, right on Eggleston, right on E. Pete Rose Way, left onto the Taylor Southgate Bridge into Newport, go east on Third in Newport, and then north on the Purple People Bridge back into Cincinnati, turn right coming off the Purple People Bridge onto E. Pete Rose Way which will become Riverside. Continue on Riverside to a turn around before Bains. Return on Riverside to right on Eggleston, left on Reedy, left on Culvert, right on 7th Street, left on Broadway and right on 6th Street and continue south on Broadway to the finish line.



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*course and assets are subject to change

LEGEND	
	course
	start
	finish
	mile markers
	water
	port-o-lets
	medical



15K HEART MINI March 17, 2024

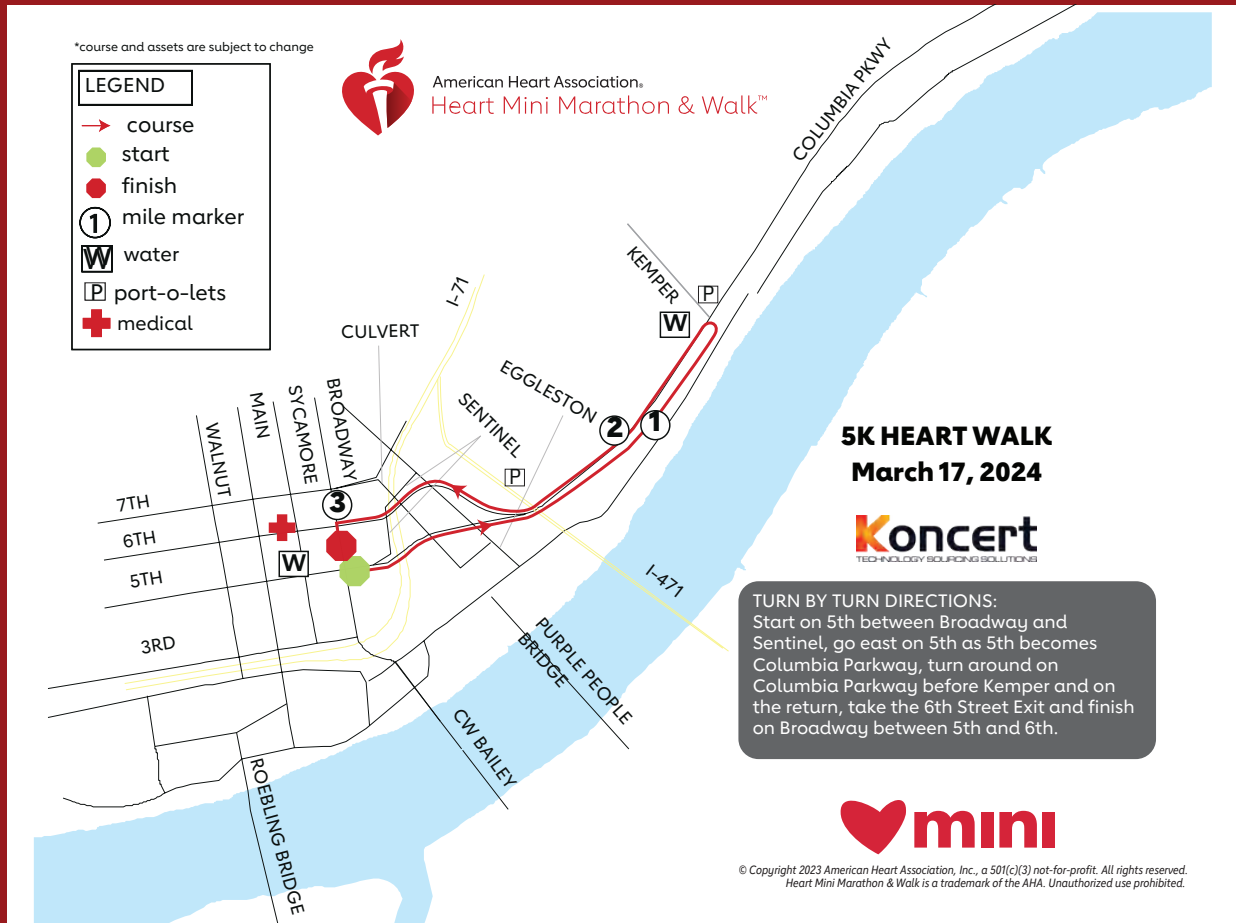
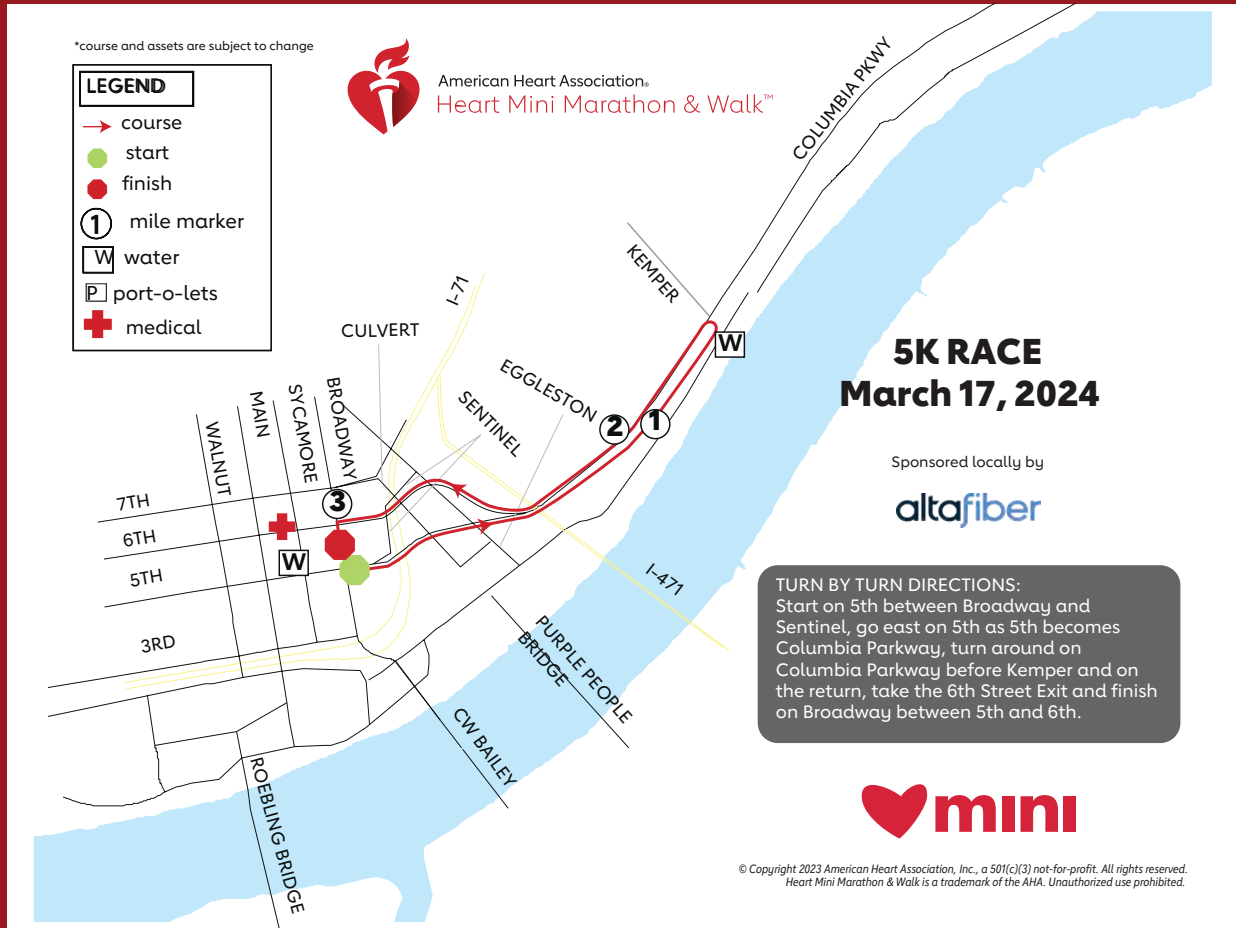
TURN BY TURN DIRECTIONS:

Start on 5th between Broadway and Sentinel, go east on 5th as 5th becomes Columbia Pkwy, turn around on Columbia Pkwy before Delta and on the return go north on Torrence Pkwy to a turn around on Torrence about 1/4 mile up, on the return down Torrence, turn west on Columbia Pkwy and take the 6th Street Exit and finish on Broadway between 5th and 6th.



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COURSE MAPS



COURSE MAPS

*course and assets are subject to change

LEGEND

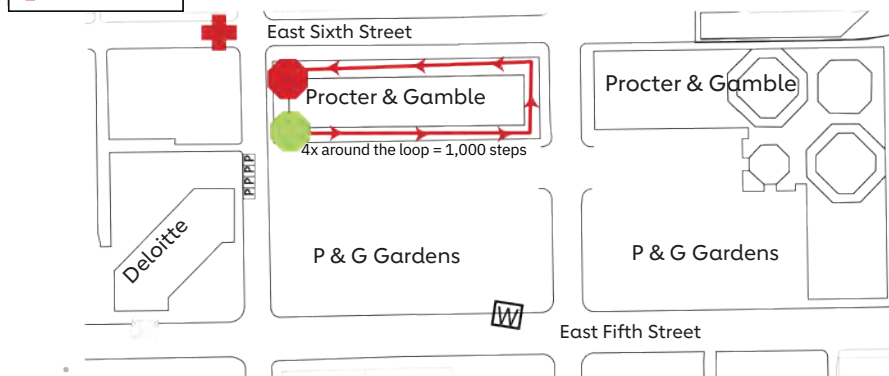
- course
- start
- finish
- ① mile marker
- W water
- p port-o-lets
- + medical

TURN BY TURN DIRECTIONS:
Start on 5th at Sycamore go east on 5th towards Broadway, 15 yards past Broadway, turn around and head west on 5th, Finishing at Broadway on 5th.



American Heart Association
Heart Mini Marathon & Walk™

1K STEPS FOR STROKE March 17, 2024



Sponsored locally by



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*course and assets are subject to change

LEGEND

- course
- start
- finish
- ① mile markers
- W water
- p port-o-lets
- + medical



American Heart Association
Heart Mini Marathon & Walk™

1.5K KIDS RACE March 17, 2024

Sponsored locally by



TURN BY TURN DIRECTIONS:
Start on 5th between Broadway and Sentinel. 5th to Sentinel, right on Culvert, left on 4th, left on Eggleston, left on Reedy, left on Culvert, right on 7th, and left on Broadway. Continue south on Broadway to the finish line.

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DOWNTOWN CELEBRATION ZONE

START
LINE

STAGE

COMMUNITY
TEAM ZONE

FIFTH STREET

TURNER HEART

Broadway

FINISH LINE

MEDICAL
TENT

Broa

E 6th St

EAT
STREET

STRETCHING
ZONE
AWARDS/RESULTS

STEPS FOR
STROKE

FIFTH STREET

EXPO

EXPO

GROUP
PHOTO 1

KIDS ZONE

BAG
CHECK

INFO
TENT

GROUP
PHOTO 2

LATE
REG

GROUP
PHOTO 3

E 6th St

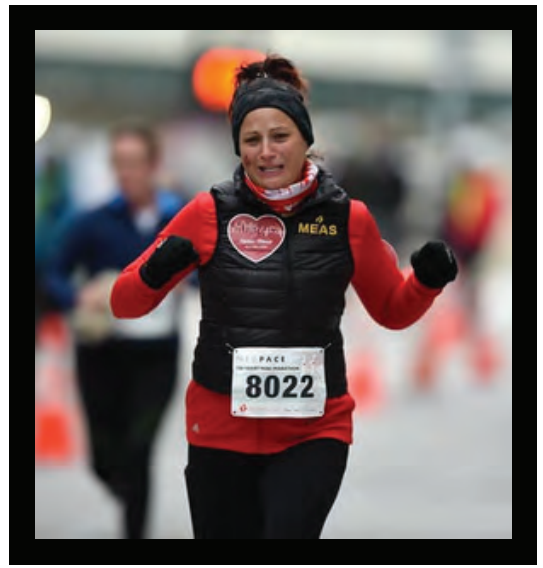
E 5th St

E 6th St

SURVIVOR SPOTLIGHT

TONIA ELROD

IN 2019, TONIA ELROD SUFFERED A MASSIVE HEART ATTACK AND WENT INTO CARDIAC ARREST FOR THE FIRST OF WHAT WOULD BE FIVE TIMES. THANKS TO CUTTING-EDGE TECHNOLOGY, LIFESAVING TREATMENT AND EXCELLENT CARE, TONIA IS FULLY RECOVERED AND THE AMERICAN HEART ASSOCIATION WAS THERE AT EVERY STEP OF HER JOURNEY.



- THE AHA ADVOCATES FOR EMERGENCY DISPATCHERS TO BE TRAINED TO GIVE CPR INSTRUCTIONS OVER THE PHONE. THIS ENABLED TONIA'S HUSBAND TO GIVE HER CPR.
- EMS TRANSPORTED TONIA DIRECTLY TO THE APPROPRIATE CENTER FOR TREATMENT THANKS TO THE WORK OF AHA'S MISSION: LIFELINE EMS
- TONIA WAS PLACED ON LIFE SUPPORT WITH AN ECMO MACHINE WHICH WAS DEVELOPED WITH AHA-FUNDING

TONIA RAN THE 15K HEART MINI IN 2022 AND IS A PASSIONATE VOLUNTEER OF THE AMERICAN HEART ASSOCIATION. GO TONIA!



SURVIVORS AT THE MINI



OUR MOST PRECIOUS PARTICIPANTS DESERVE ALL THE CELEBRATION! ON EVENT DAY, WE HONOR SURVIVORS THROUGH:

- BRIGHT RED BIBS
- SURVIVOR LANE: A RED CARPET AS YOU CROSS THE FINISH LINE
- OPPORTUNITY TO RING SURVIVOR BELL AT THE CORNER OF BROADWAY & FIFTH STREET





American Heart Association®

Hard Hats with Heart™



The Hard Hats with Heart campaign brings together Greater Cincinnati's A/E/C leaders as a relentless force for a world of longer, healthier lives. Led by Steven Swisher of Turner Construction and Michael Browning of Cincinnati Children's Hospital Medical Center, the amazing committee has raised over \$200,000 and counting!



THANK YOU TO
OUR KIDS ZONE
SPONSOR!



VISIT OUR KIDS ZONE!

Make sure to stop by Sycamore Street to check out our Kids Zone!

Hank the Heart likes to stay active! Being active helps keep our hearts and blood vessels healthy in many ways. Hank says, "Being active is important because your heart is a muscle that needs regular exercise to stay strong and healthy. When your heart is strong and healthy, you can do the things you love. Keeping your body in motion by doing things like walking, running, riding, climbing, jumping, skipping and playing help your heart muscle stay strong!"





THANK YOU

FROM YOUR HEART MINI TEAM

We are so charmed to have you join us at the 2024 Heart Mini-Marathon & Walk! This year, the American Heart Association celebrates 100 years of saving lives through scientific research, CPR trainings, advocacy for healthy public policies and much more. And we're just getting started. With Bold Hearts™ and the support of our donors and volunteers like you, we're building toward our second lifesaving century as a relentless force for equitable health for all.

Here are a few tips to improve your luck as you prepare for the best Heart Mini yet:



Our 'More Details' tab at heartmini.org page features FAQs, parking, street closures, and more!



We want to see your heart of gold! Take plenty of pictures at the designated photo areas throughout downtown and tag @theheartmini on social media using #heartmini.



After your run/walk, make your way through Eat Street and into the new expo booths for fun giveaways from our supporting companies.



Dress for the weather! The Heart Mini will take place rain or shine so please layer up accordingly.



Cheer on our most precious participants. Anyone repping a bright red bib is a heart and/or stroke survivor. Make sure to show them some love out on the course!

We look forward to having a blast with you this weekend! Whether running, walking, or cheering on friends, know that your day is being spent impacting the lives of the ones you love - and even the lives of those you may never meet.

Your Heart Mini Team,

Alyson, Briana, McKayla, Megan, Rachel, & Taylor

PRESENTING SPONSORS





1924 – The American Heart Association is born

Six physicians form the American Heart Association as a scientific society.

1925 – Scientific Sessions debuts

The Association holds first Scientific Sessions, the largest cardiovascular meeting in the U.S. and a leading international destination.

1948 – First funding for researchers

The Association awards its first research grant.



1955 – The heart of a leader

President Dwight D. Eisenhower is treated for a heart attack by Association co-founder Dr. Paul Dudley White, who received the Presidential Medal of Freedom for this work.

1956 – The power of electricity

The external defibrillator restores a steady rhythm to a quivering heart.



Model T Ford debuts,
making automobiles
affordable

1923

Black Monday
Stock Market crash

1929

Social Security
Act provides for
general welfare of
aged and disabled

1935

End of World War II

1945

First national
color television
broadcast

1954

1927
The Jazz Singer
is the first movie
released with
sound

1931
Empire State
Building is
completed

1937
Hindenburg
disaster brings an
abrupt end to the
airship era

1947
Jackie Robinson
integrates baseball

1955
Rosa Parks refuses
to give up her bus
seat to a white
passenger

* Photos courtesy of the American Heart Association archives.

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1957 – First pacemaker implanted

The first battery-operated, wearable pacemaker is implanted in a patient.

1960 – The beginning of artificial heart valve replacements

The first successful artificial heart valve replacement is performed by Dr. Albert Starr.

1961 – Saving lives with CPR

Development of mouth-to-mouth breathing with chest compressions creates lifesaving CPR.

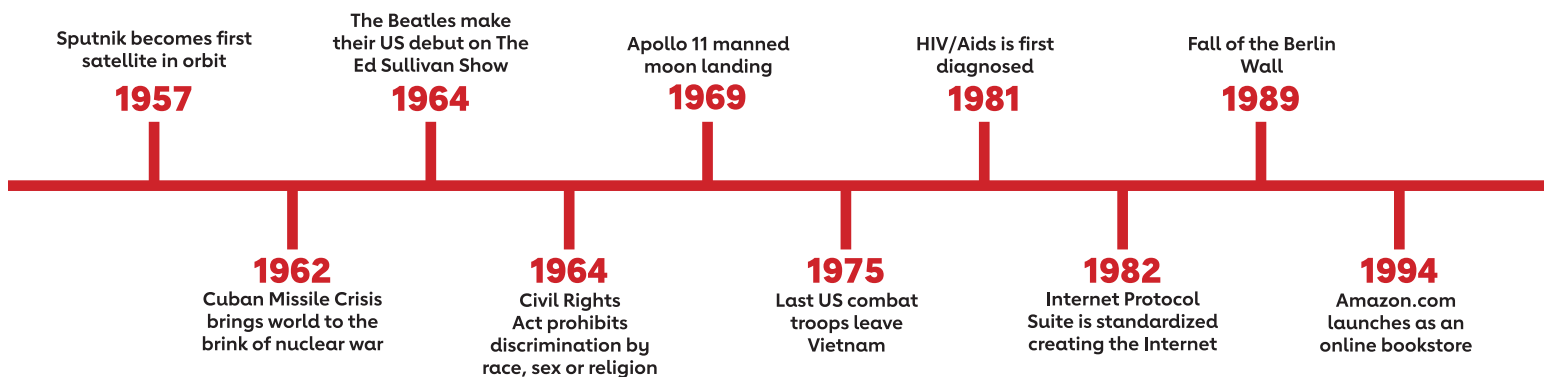


1976 – International Stroke Conference launches

The first International Stroke Conference is held in Dallas.

1995 – Is this food healthy? Check.

Heart-Check mark launches to help shoppers identify heart-healthy foods.





*



*

1998 – A new law is passed that focuses on women and their health

New law advances women's health by efforts to improve research and screenings.

1999 – Elevating the fight against stroke

The American Stroke Association is formed.

2000 – Setting CPR standards

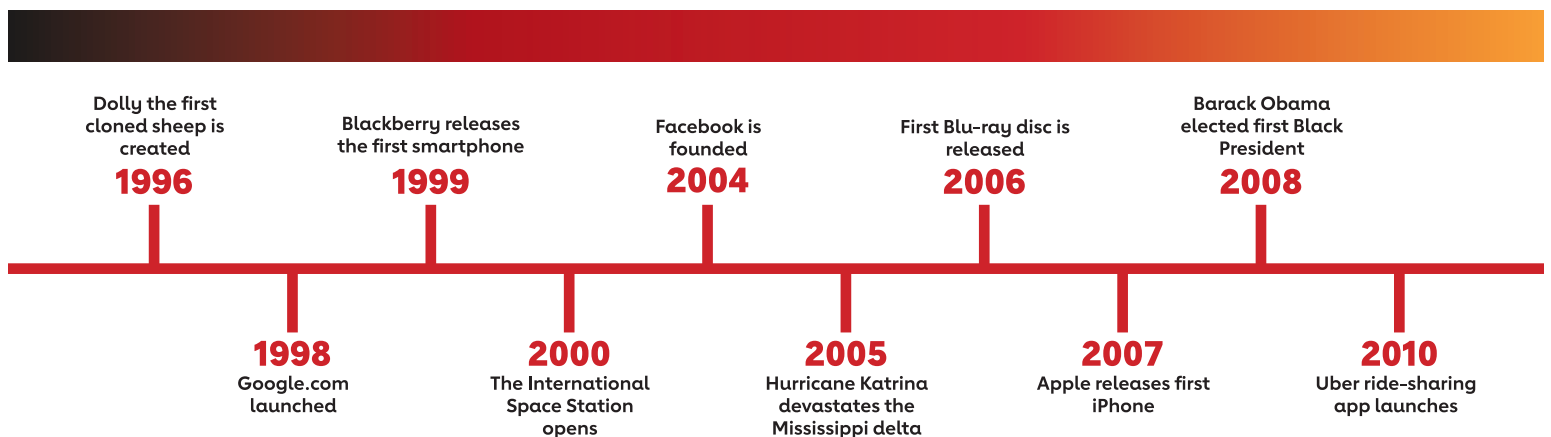
Global CPR standards set for proper treatment of cardiac arrest emergencies.

2003 – Making stents more effective

FDA approves the first drug-coated stent to keep blocked arteries open.

2004 – The leading threat to women

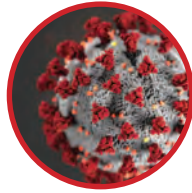
The Go Red for Women® campaign launches, raising awareness that heart disease is women's No. 1 killer.



* Photos courtesy of the American Heart Association archives.

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CELEBRATING



2011 – Schooling teens in CPR

Recommended mandatory CPR training for high school graduation.

2018 – Local challenges, local solutions

Social Impact Fund addresses social determinants of health.

2020 – Pivoting for the pandemic

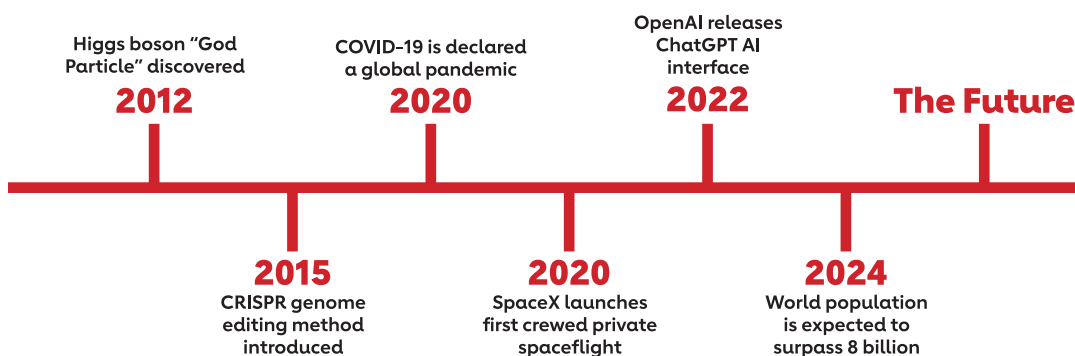
The Association responds to the COVID-19 pandemic by establishing a rapid-research fund to fast-track scientific research, launching a COVID-19 CVD Registry, accelerating vaccines and therapies research and developing digital health solutions for people during lockdown.

2023 – Our nation of lifesavers

Nation of Lifesavers begins after Buffalo Bills' Damar Hamlin suffers cardiac arrest.

The Future...

Our future is about improving yours.



* Photos courtesy of the American Heart Association archives.

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Want to place as a top finisher for this year's races?

You'll have to look out for these winners from 2023!

Heart Half Marathon

MALE	Will Cadwell	1:09:57	FEMALE	Jules Madzia	1:23:24
	Matt Stump	1:09:57		Laura Pahren	1:23:59
	Luke Ogden	1:14:49		Gabby Bobadilla	1:25:50

15k Heart Mini

MALE	Zac Holtkamp	49:46	FEMALE	Christina Johnston	57:45
	Eric Gruenbacher	50:03		Leslie Karle	1:06:30
	Patrick Johnson	50:27		Melinda Brown	1:07:35

5k Heart Race

MALE	Christian Leach	16:53	FEMALE	Michelle Murray	18:13
	Pierre Barbier	16:56		Emma Foster	21:48
	Vincent Sprague	17:39		Barbara Navas	21:58

FOLLOW YOUR RUNNER!

- Download 'Tracx-the event app'
- Search "Heart" and select "Heart Mini"
- Click "Join the event"
- Track your runners during their race on March 17!

FOLLOW US!

@theheartmini

