



American Heart Association.  
**Heart Walk.**

2023 Greater Washington Region

# HEART WALK

November 4 | The National Mall

I WALK TO SAVE LIVES. **SO CAN YOU.**

Heart disease and stroke impact people in very personal, life-changing ways. This year, we want to connect with and share the reasons why we need to eliminate heart disease and stroke.

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Healthy for Good Sponsor



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Live Fierce. Be Relentless. Sponsor

**SHEEHY**  
AUTO STORES



BLAKE

**CapitalOne**



**leidos**

**Peraton**

**SAIC**

**United  
Healthcare**

*Van Metre*

**97.1**  
WASH-FM

Booz Allen Hamilton | Burness | CareFirst BlueCross BlueShield  
Deloitte | KPMG | Millennium Corporation | MITRE | RSI



American Heart Association®  
**Heart Walk®**

# WEEK OF WELLNESS

**October 30 - November 4**

Exercise your mind, body and spirit during the week leading up to your Heart Walk. Find a daily dose of inspiration on the Greater Washington Region [Facebook page](#)! !



## **MOVE MORE MONDAY OCTOBER 30**

Get warmed up for **Week of Wellness** and [Stop Sitting](#) today with a binge break with our #MadeYouMove [Sofa Stretch](#), [Accent Chair Dips](#) or [Torso Twist](#).

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## **EAT SMART: HEALTHY TIPS TUESDAY OCTOBER 31**

Cooking more meals at home gives everyone in the family an opportunity to build better eating habits, one plate at a time. Eat Smart with [healthier condiments](#) or [smart substitutions](#)!

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## **BE WELL WEDNESDAY NOVEMBER 1**

On our final Heart Walk Wednesday, take a short break in your day to be mindful, improve your mood, reduce stress and increase energy with a [guided meditation](#).

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## **THANKFUL THURSDAY NOVEMBER 2**

Gratitude is more than a buzzword. It's a habit that may change your sense of well-being. Take a moment today to call or text someone you are thankful for.

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## **BEST FRIENDS FRIDAY NOVEMBER 3**

Share a photo of you and your furry best friend on a walk. Be a part of our Top Dog Contest by posting a photo of your dog on the and tag the Greater Washington Region [Facebook page](#) or [Instagram](#) pages using #DCHeartWalk.

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**HEART WALK DAY!** Join us **NOVEMBER 4** on the National Mall for our Heart Walk celebration. **Can't join us in person?** Create your own start line wherever you are! Share your photos with #DCHeartWalk!

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# HEART WALK DAY!



## GET SOCIAL!

Share your WALK with the world on social media using #DCHeartWalk. Thanks to sponsor Kaiser Permanente, there are many photos stops throughout the Heart Walk festival area.

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## KIDS ZONE!

Ready. Set. PLAY! We've got games, face painting and so much fun for the entire family!

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## WHY DO YOU WALK?

Pick up a tribute sticker to wear while you walk and sign our Tribute Wall to celebrate WHY you're walking. What a great way to show a loved one that you are walking in their honor!

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## CELEBRATE SURVIVORS

Survivors are the HEART of every walk. If you or your child are a survivor, show everyone your triumphs. At the Heart Walk, survivors are given commemorative red (heart) or white (stroke) ball caps to wear during the walk. NEW THIS YEAR: To celebrate our child Heart Heroes, we will offer special SUPERHERO CAPES for young survivors.

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## PHOTO BOOTH!

Don't forget to swing by the photo booth to strike a pose with your friends, family and co-workers throughout the day to remember your Heart Walk experience!

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## PET ZONE AND PARADE!

Bring your furry friends to join you for the walking route. Also, stop by the Pet Zone for a drink and strut your stuff at the Pet Costume Parade on the Main Stage around 11:15am. \* All pets must be leashed.

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## FINISH STRONG!

No matter where your finish line is, finish strong. Be sure to share your pics with #DCHeartWalk, cool down with us at the Main Stage with music, more fitness fun and the Pet Parade!

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## TOP WALKERS (Raise \$1K+)

Individuals (not teams) that raise \$1,000+ will have access to the Top Walker Oasis tent, sponsored by Blake Real Estate. There will be hot breakfast and special treats for our superstar walkers! In addition to other goodies from our sponsors, get ready for outdoor winter activities with our exclusive earmuffs included in the Top Walker gift bag!



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# HEART WALK DAY!

**NOVEMBER 4, 2023**

## **WALK WITH US!**

Heart Walk celebration will open at **8:30 am** on the **National Mall** in Washington, DC. Everyone can join in for an exciting morning of movement and fun. We'll have a stage program with music, warm-ups, kids' activities and even a pet parade!

The tents and festivities are located on the National Mall between 9th and 12th streets. All tents and meet-up areas will be located between Madison Drive and Jefferson Drive.

## **SCHEDULE OF EVENTS:**

### **8:30 am - Tents Open and Festivities begin**

- ♥ Team photos begin (companies have been pre-assigned times – see last page)
- ♥ Fitness fun with Laurent Amzallag presented by Kaiser Permanente

### **9:30 am - Opening Ceremonies**

- ♥ Emcees: Maria Renee Barillas, NBC/Telemundo and Jenni Chase, WASH-FM
- ♥ Special guests including Walk Co-Chairs, Cynthia Cifuentes & Dr. Ameya Kulkarni of Kaiser Permanente
- ♥ United States Armed Forces Color Guard and National Anthem by Ms. District of Columbia, Jude Maboné
- ♥ Heart Pumping Warm-Up by Laurent Amzallag

### **10:00 am - Walk Steps off (1 or 3-mile route)**

- ♥ Stage festivities and tents will remain open until 11:30am

### **11:00 am - Cool-Down and Pet Parade**

- ♥ Fitness Cool Down at 11 am with Laurent Amzallag
- ♥ Pet Parade (costume welcome!) begins at 11:15!

Throughout the day, please make sure visit the Tribute Wall, Photo Booth, Kids Zone, Pet Zone, Coffee Station, Eat Street, and visit our American Heart Association tent for CPR demonstrations and more! Don't forget to also say hello to our amazing sponsors!

Event breakdown begins at 11:40 am. Please pick-up all materials from your tent.



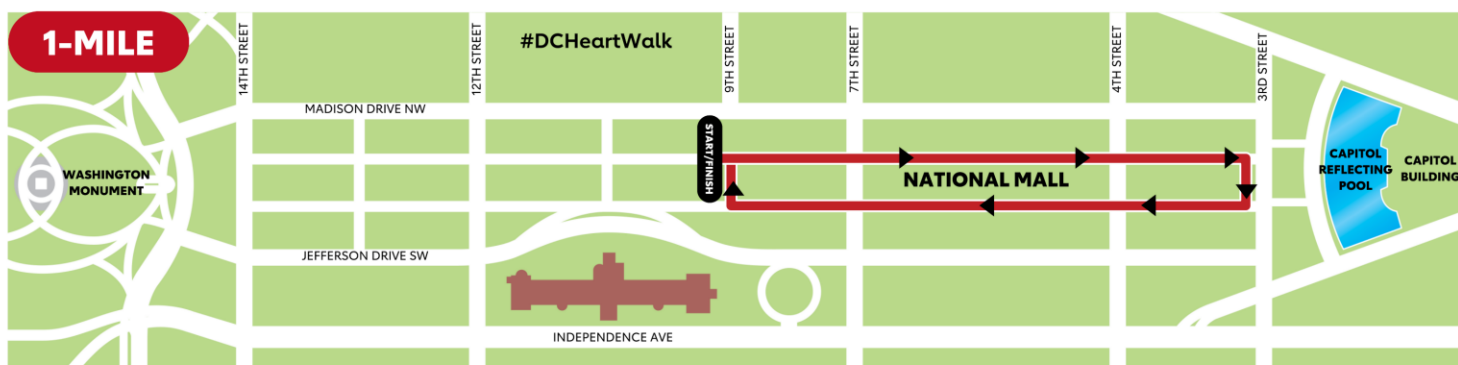


# ROUTE MAP

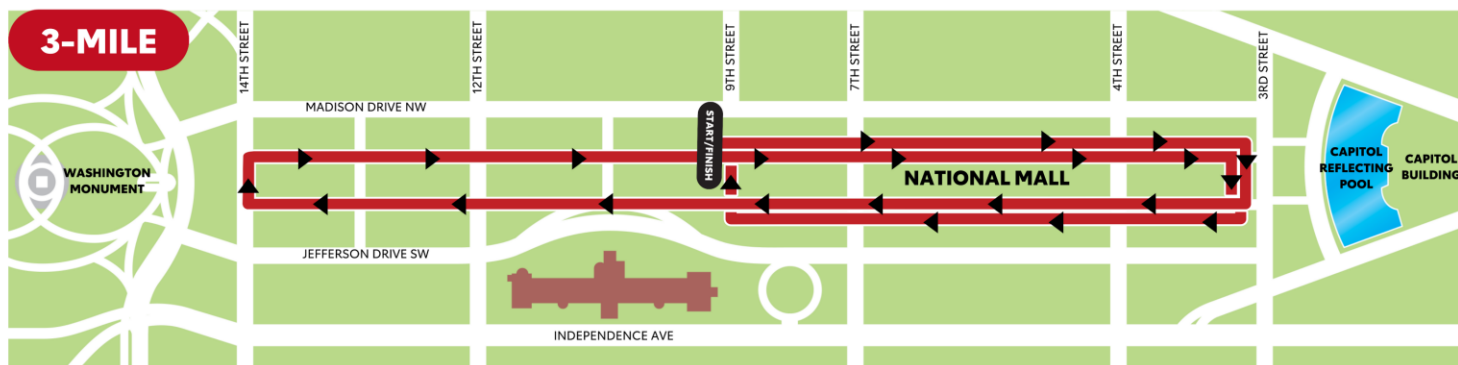
- ♥ Participants have the choice to walk the 3-mile or 1-mile course.
- ♥ Water stations will be located along the route, thanks to our Hydration Station sponsor, Booz Allen Hamilton.
- ♥ Strollers, wheelchairs and friendly pets on leashes are welcome.
- ♥ The route map is shown below.



## ROUTE MAP



START on the gravel path at 9th Street, just south of Madison Drive. Proceed East and turn right on 3rd Street sidewalk. Follow directional signs to turn right on gravel path north of Jefferson Drive. Proceed straight (West) and follow directional signs to turn right on the gravel path at 9th Street. FINISH.



START on the gravel path at 9th Street, just south of Madison Drive. Proceed East and turn right on 3rd Street sidewalk. Follow directional signs to turn right on gravel path north of Jefferson Drive. Proceed straight (West) to 14th Street. Turn right on the 14th Street sidewalk. Follow directional signs to turn right on gravel path, just south of Madison Drive. Proceed East a second time and turn right on 3rd Street sidewalk. Follow directional signs to turn right on gravel path north of Jefferson Drive. Proceed straight (West) and follow directional signs to turn right on the gravel path at 9th Street. FINISH.

# TENTS & FESTIVITIES

## FOOD AND DRINK

♥ There will be water, fruit, and light snacks for all participants provided by Shoppers Food at Eat Street in Tent #14 and Coffee provided by Royal Cup Coffee in Tent #13.

## TRIBUTE AREA

♥ Heart Disease & Stroke survivors: Pick up red hats (Heart Disease) and white hats (Stroke) and capes for kids in Tent #4, sponsored by Leidos.

♥ Pick up a tribute sticker to wear while you walk in Tent #5, sponsored by Capital One.

♥ Make sure to stop by to sign our Tribute Wall to celebrate WHY you're walking, located between Tent #4 and #5.

## WHAT TO DO

♥ If you need assistance, ask one of our volunteers wearing yellow badges, sponsored by RSI, or visit the Volunteer Tent in Tent #12.

♥ If you need medical attention, please visit Tent #27.

♥ Take a selfie; post your photos on Instagram and Twitter and visit various photo stops throughout the festival thanks to sponsor, Kaiser Permanente #DCHeartWalk.

♥ Play at the Kids Zone sponsored by Van Metre. There will be a variety of fun activities as well as face painting in Tent #28.

♥ Stop by Sheehy Auto Stores' tent to take a picture in the Photo Booth in Tent #3.

♥ Visit Executive Row showcasing our Executives with Heart, sponsored by DAVIS Construction outside Tent #1.

♥ Strike a pose and take a picture in our giant life size picture frames sponsored by Kaiser Permanente, located along the gravel path in the middle of the festival area. Be sure to share with your friends on social media using #DCHeartwalk.

♥ Stop by the CPR Training tent for more information on our life-saving mission and to learn Hands-Only CPR thanks to Giant Food volunteers in Tent #16.

♥ Stop by and play at the Pet Zone (#11) sponsored by SAIC with your four-legged friend.

♥ Top Walkers (those who raise \$1,000 or more) should stop by the Top Walker Oasis sponsored by Blake Real Estate to pick up a thank-you gift from the American Heart Association, Tent #1.



# TEAM PHOTOS

## TEAM PHOTOS, sponsored by Deloitte

♥ If your company leader requested a group picture, please arrive at the Team Photo area 5-10 minutes prior to your assigned time slot. The Team Photo schedule is below.

♥ Please post your personal Heart Walk pictures and tag us by using #DCHeartWalk.

♥ If you do not see your company listed below, Team Photo B Location will also be open between 9:30 – 10:00 am for walk-ins.

Times for Team Photo <b>A Location</b>	Times for Team Photo <b>B Location</b>
8:30 am Bristol Myers Squibb	8:30 am Unanet
8:35 am SAIC	8:35 am VHC Health
8:40 am AT&T	8:40 am AHA Advocacy Office
8:45 am DAVIS Construction	8:45 am Capital One
8:50 am Inova	8:50 am Sheehy Auto Stores
8:55 am Kaiser Permanente	8:55 am Accenture
9:00 am Blake Real Estate	9:00 am Riverside Research
9:05 am Leidos	9:05 am Burness
9:10 am KPMG	9:10 am MITRE
9:15 am Van Metre	9:15 am UnitedHealthcare
9:20 am Peraton	9:20 am RSI
9:25 am Booz Allen Hamilton	9:25 am EAB
9:30 am Deloitte	9:30 am Amazon
9:35 am CareFirst BCBS	
9:40 am Johns Hopkins Medicine	