



American Heart Association.
Heart Walk.

2021 COASTAL BEND HEART WALK

Saturday, October 2, 2021

Whataburger Field

The Coastal Bend Heart Walk is back!

We are excited to share that our 2021 Coastal Bend Heart Walk, in its 25th year, is bringing us all back together. This year, you can Heart Walk Here, there or anywhere! Choose our path or yours. With a reimagined experience held at Whataburger Field in Corpus Christi, Texas, the Coastal Bend Heart Walk is back and ready to reinvigorate your heart-healthy lifestyle by reuniting our community in better health. We invite you to walk with us at our event on Saturday, October 2, 2021, at **Whataburger Field** or wherever you feel inspired! No matter where you choose to walk, participating and donating to the Coastal Bend Heart Walk will save and improve lives.



JOIN A MILLION WALKERS

By offering three participation options, we're going to reach more people than ever

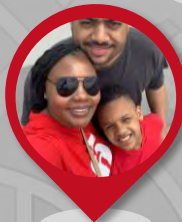
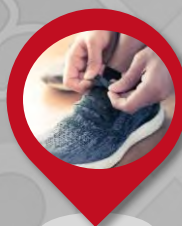
TEAM CAMARADERIE

Nothing unites a team like doing good together



LACE UP WITH US

Get moving together with our new activity tracker and challenges



CONNECT EASILY

Our upgraded digital platform makes it easy to connect, share and get rewarded



CELEBRATE

Join us on Walk Day to recognize all we have accomplished together



SAVE LIVES

Together we are fighting for the health & well-being of our community

You can Heart Walk Here, there or anywhere.

The Coastal Bend Heart Walk is back and ready to reinvigorate your heart healthy lifestyle by reuniting our community in better health! This fall, the American Heart Association is bringing you **Heart Walk Here**, a new Heart Walk experience offering different ways to participate for maximum flexibility. **You can Heart Walk Here, there or anywhere. Choose our path or yours!**

Presented By:



LET'S GET STARTED!

Heart Walk Made Easy!



Participating in the Heart Walk is about coming together, getting hearts pumping, honoring survivors, raising lifesaving funds – and having fun along the way. We invite you to **Heart Walk Here** with us in person or wherever you feel inspired on Saturday, October 2, 2021!



START OR JOIN A TEAM.

Register today at **CoastalBendHeartWalk.org** for instant access to fundraising tools and rewards. By offering flexible options for participation, we're going to reach more people than ever!



RAISE FUNDS & SAVE LIVES.

Start fundraising fast with Facebook. Log into your Heart Walk HQ to connect your fundraiser and follow the steps to invite your friends, share updates and collect donations.

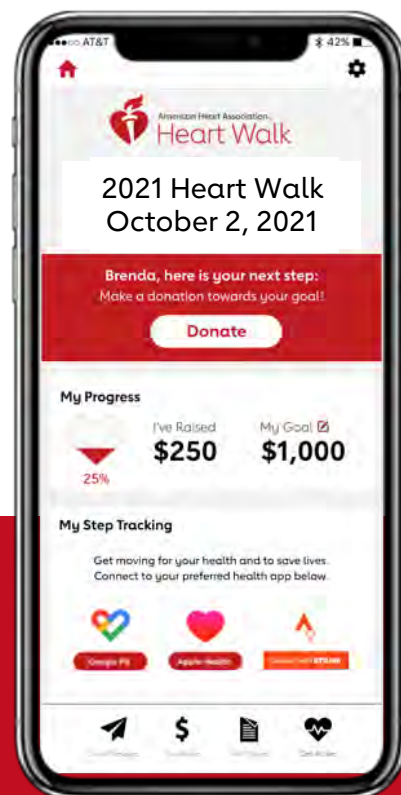


LET US CELEBRATE YOU!

The more funds you raise, the more points you earn to redeem for Heart Walk Hero Gear and show your support of the American Heart Association all year long!



Download the Heart Walk App to Join the Move More activity challenge and kick off your fundraising. You now can track your minutes of exercise right from your phone! Through the Heart Walk app, you'll be able to log in and start tracking 30 days before the Heart Walk!



Your Keys to Fundraising Success



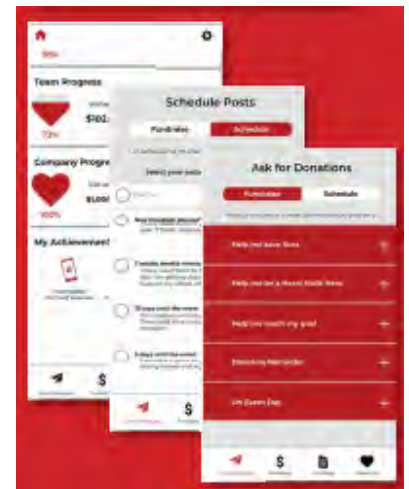
Download the Heart Walk Mobile App for iPhone or Android

- Deposit checks through the app just like you can at your bank.
- Personalize your Heart Walk experience by adding a photo and/or story.
- Send pre-written emails, text messages or posts to your social media channels asking for donations.
- Pre-schedule posts ahead of time on Facebook and LinkedIn.
- Recruit and communicate easily with your team.
- Access fundraising tips and earn achievement badges along the way.



LinkedIn

You have lots of contacts on LinkedIn who are not in your day-to-day address book. Being a part of Heart Walk is a wonderful reason to reach out to ask for contributions.



Fundraise with Facebook

- This is a great way to reach people when you may not have their email or phone number.
- Log into your Heart Walk HQ to connect your fundraiser and follow the steps to invite your friends, share updates and collect donations.

How to Facebook fundraise:



- Step 1: Register for Heart Walk
- Step 2: Go to "MY DASHBOARD"
- Step 3: Scroll down & click "CONNECT TO FACEBOOK FUNDRAISER"
- Step 4: Enter your Facebook login info
- Step 5: Start Fundraising!



Coaches Pro Tips



Coaches drive success. Get ready to lead your team all the way to the finish line by raising heartbeats and funds! These pro tips will help you recruit and lead a successful fundraising team.

Set a Goal

Set a team fundraising goal and encourage team members to raise a specific amount. For example: 10 fundraising walkers at \$250 = \$2,500! (\$260 is the national average per walker)

Who will be the TOP WALKER of your team?

Identify a breakout fundraiser for your team -- this could even be you! Ask them to set a goal of \$1,000 or more and celebrate with them as they achieve TOP WALKER status!

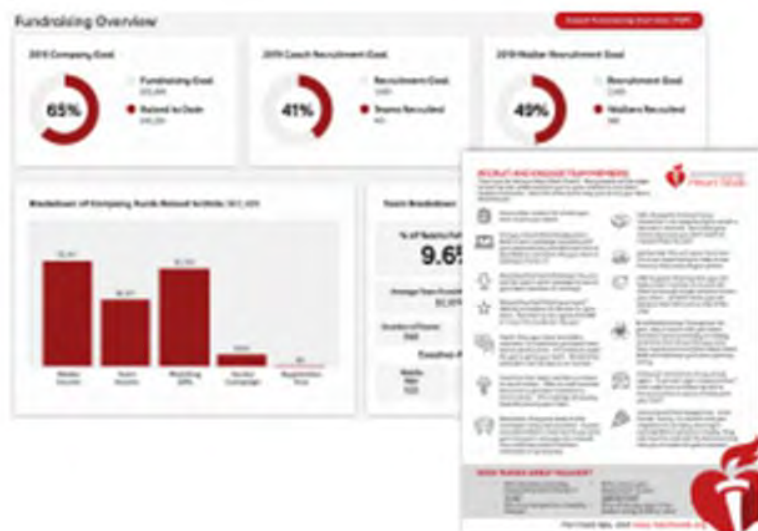
Don't forget about Matching Gifts

Does your company match? Remind your team members to submit for a donation match and ask friends if their company will match their donation and double their dollars!

Fundraising Made Easy

Being a Heart Walk Coach is easier than ever with the new Reporting and Resource Hub in the Heart Walk HQ!

- See who has registered, downloaded the app, started a Facebook fundraiser, and much more.
- View of your company's and team's fundraising and recruitment goals, and much more inside the Fundraising Overview.
- Ensure you are up to date with all the newest tools and resources, such as, A-Z Fundraising ideas, Virtual Fundraising Ideas, Coach Email Templates, Tips for Recruiting Walkers and so much more.



REWARDS JUST FOR YOU

Save lives and earn swag! Your fundraising not only makes you a relentless force for a world of longer, healthier lives, it also earns you points in your personal Rewards Center – points you can redeem for Heart Walk Hero Gear! It's our way of saying thanks and it's a great way to show your support for heart and brain health. Log in to your Heart Walk HQ to visit the Rewards Center.



HERO



MEDALIST



WARRIOR



LIFE SAVER



ADVOCATE



CHAMPION

HEART WALK DAY

Heart Walk Here!

October 2, 2021

WALK WITH US at Whataburger Field in Corpus Christi, TX!

Everyone in our community can join us for a heart healthy Heart Walk and celebrate on Walk Day. Start times between 8:30 am and 9:00 am

KNOW BEFORE YOU GO!

- **New this year:** All walkers **MUST** be registered to participate
- To register, visit: [2021 Coastal Bend Heart Walk](#) or Scan the QR code



- Start times will be staggered. Check with your company leader for your company's start time. If you are not affiliated with a company then your start time will be 8:45 am. Please plan to only arrive 15 minutes before your start time.
- Route will be adjusted a bit to more of a large circle around downtown, to avoid crowding or bottlenecking.
- No Kids Zone this year, but we will have kiddie goodie bags to hand out!
- Once you arrive, make your way to the start line and start walking.
- FREE Parking in either lot across the street from Whataburger Field.
- Plenty of water stops and photo stops along the route!
- Mask friendly environment



GET YOUR GROOVE ON.

During your walk, listen to our **EXCLUSIVE** Heart Walk On Demand playlist available by October 1st on our Heart Walk website!





American Heart Association
Heart Walk.

2021 Coastal Bend Heart Walk Route

New 5K Route This Year Turns Around at Schatzel Then Chaparral To Decrease Crowding



HEART WALK DAY

October 2, 2021

Choose Your Own Path

CHALK YOUR WALK!

Can't join us in person? Decorate your sidewalk with a motivating and photo-worthy starting line. Or create your own start line in your neighborhood to get walking! Be sure to share your pics **#CoastalBendHeartWalk**



FINISH STRONG

No matter where your finish line is, finish strong. Be sure to share your pics with **#CoastalBendHeartWalk** so we can recognize all we have accomplished together!!



GET SOCIAL!

Join the fun on social media! When you share on Facebook, make sure you're sharing your posts with "Public" – and tag us @AmericanHeartTX and use **#CoastalBendHeartWalk** **#HeartWalkHere**



TOP WALKERS (Raise \$1K+)

Let us celebrate your achievement as a Top Walker with special recognition!

CELEBRATE SURVIVORS

Survivors are the HEART of every walk. If you or your child are a survivor, show everyone your triumphs. As a part of Heart Walk, survivors are given commemorative red or white ball caps to wear during the walk to show their triumph over heart disease or stroke. To celebrate our child Heart Heroes, we offer special SUPERHERO CAPES for young survivors.



WEEK OF WELLNESS

September 27– October 1, 2021

Exercise your mind, body and spirit during the week leading up to your Heart Walk.
Find a daily dose of inspiration in your inbox!



MOVE MORE MONDAY

September 27, 2021

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](#).



EAT SMART: HEALTHY TIPS

September 28, 2021

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](#)!



BE WELL WEDNESDAY

September 29, 2021

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](#).



THANKFUL THURSDAY

September 30, 2021

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.



BEST FRIENDS FRIDAY

October 1, 2021

Share a photo of you and your furry best friend on a walk. Post the photo on social media using **#CoastalBendHeartWalk**.



HEART WALK SATURDAY

October 2, 2021

Join us on Saturday, October 2, 2021, at Whataburger Field for our Heart Walk celebration. **Can't join us in person?** Create your own start line in your neighborhood to get walking! Share your photos with **#CoastalBendHeartWalk** and **#HeartWalkHere!**



American Heart Association®

Heart Walk®

COASTAL BEND HEART WALK

Experience Vitals

DATES TO KNOW:

NOW!

Register online for access to our NEW digital tools and rewards at **CoastalBendHeartWalk.org**

**Sept.
3rd**

Move More Activity Challenge goes LIVE in the Heart Walk app

**July
1st**

Coastal Bend Heart Walk Kick Off

**Oct
2nd**

Coastal Bend Heart Walk
#CoastalBendHeartWalk
#HeartWalkHere

**Aug.
11th**

Participate in our city-wide Rally Day to recruit your full team and raise awareness!

FAQs

[Click here](#) to visit our frequently asked questions!

SHARE THE ♥ ON SOCIAL MEDIA!

Looking for sample social media text to include on your own pages? Copy and paste one of these!

This year I'm excited to participate in the Coastal Bend Heart Walk supporting the American Heart Association! I hope you'll join me Saturday, October 2nd at Whataburger Field! We're going to be showing our support in the fight against the number one killer of Americans and having a lot of fun while we do it! Join me! #CoastalBendHeartWalk

Have you heard? This year, I'm participating in the Coastal Bend Heart Walk. I want you to join me. Please sign up today at www.CoastalBendheartwalk.org and walk with me on Saturday, October 2nd at Whataburger Field! #CoastalBendHeartWalk

Don't forget to share your Coastal Bend Heart Walk videos and posts, which you can find on our social media channels.

#CoastalBendHeartWalk

