



American Heart Association®  
**Heart Walk.**

## 2022 ROC HEART WALK & RUN

JUNE 9, 2022

GENESEE VALLEY PARK

[RochesterHeartWalk.org](https://RochesterHeartWalk.org)

You can Heart Walk *Here*, there or anywhere.

The Rochester 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!**



### JOIN A MILLION WALKERS

By moving the action online, 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



### SAVE LIVES

Help the 40% of COVID hospitalizations that are heart or stroke patients



### CONNECT EASILY

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



### CELEBRATE

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

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SIGNATURE SPONSOR



RUN SPONSOR



LIFESTYLE CHANGE AWARD SPONSOR



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CENTERS HEALTH CARE

ROCHESTER REGIONAL HEALTH

GRB

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FIVE STAR BANK

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JW DANFORTH

KODAK ALARIS

BERGMANN

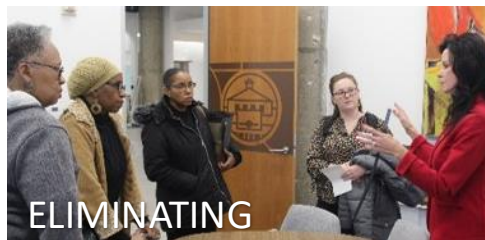
# NEW YEAR, BIGGER IMPACT



## REDUCING BLOOD PRESSURE

36.5% of Rochesterians have high blood pressure (hypertension) and nearly half are not aware.

We are working within Federally Qualified Health Centers to provide access to self-monitoring blood pressure program. We work with faith-based communities and corporations to provide education and programming through our **Check.Change.Control.** program.



## ELIMINATING TOBACCO & VAPING

Our community has been at the forefront of anti-tobacco policy, most recently in passing Tobacco 21, which raised the minimum age to buy all tobacco products from 18 to 21.

We are continuing our work to achieve 100% Tobacco Free Schools, Workplaces and Public Spaces.



## INCREASING NUTRITION SECURITY

1 in 10 people in America are at risk of not getting enough food each day. To address this issue, we're working advocating for food security through a regional food system.

Our work locally includes leading county and state campaigns for SNAP incentive programs like Double Up Food Bucks and creating more access points for under resourced communities.



## PROMOTING MENTAL WELL-BEING

Mental well-being and physical health are connected and historically excluded communities are disproportionately impacted, especially now. Despite being treatable, there is an enormous treatment gap and barriers with stigma, discrimination, and access.

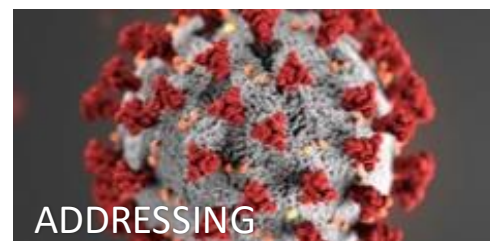
We are focused on achieving total and equitable health for all. The AHA is promoting and providing mental well-being content to our corporate and community partners.



## REDUCING RISK FOR WOMEN

Because heart disease kills 1 in 3 women, the AHA is focused on ensuring that women are aware of their risk factors, represented in research and have access to equitable treatment they need to live longer, healthier lives.

Through Go Red Goes STEM, we work to close gender and ethnicity gaps in research and STEM fields.



## ADDRESSING COVID-19

75% of those hospitalized with COVID-19 have a high-risk condition and people with heart disease, diabetes, or high blood pressure are at a higher risk. Heart attack and stroke patients fear calling 9-1-1 or seeking treatment within a hospital.

To address this, we invested \$2.5 million to specifically investigate the cardiovascular implications of COVID-19, established new CPR guidelines and a free healthcare COVID-19 registry.

## NOW MORE THAN EVER, YOUR SUPPORT IS NEEDED.

By giving to the American Heart Association, you are contributing to, witnessing, and progressing life-saving science.

# 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. This year's event invites you to Heart Walk Here with us in person or wherever you feel inspired on June 9th!



**START (OR JOIN) A TEAM.** Register today at [RochesterHeartWalk.org](https://RochesterHeartWalk.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!

## My Personal Impact Goals:

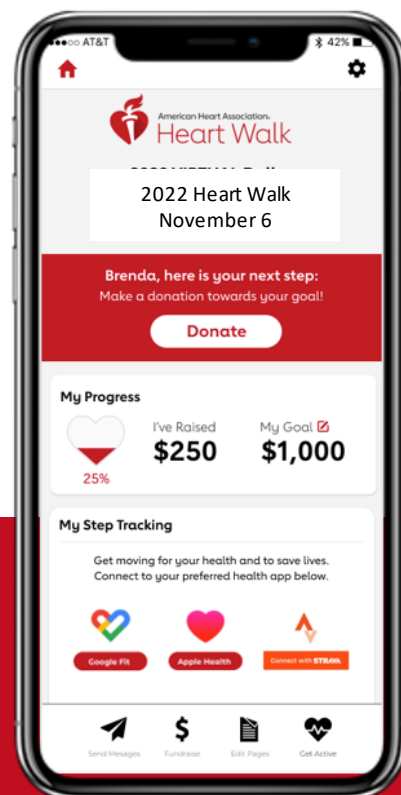
Total Raised:

\$ \_\_\_\_\_

Teammates to Recruit:

# \_\_\_\_\_

I Walk For:



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!

# WEEK OF WELLNESS

## JUNE 4-9

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



### MOVE MORE SATURDAY JUNE 4

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](#).

*Locally Sponsored By: Nelligan Associates*



### EAT SMART: HEALTHY TIPS SUNDAY JUNE 5

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](#)!

*Locally Sponsored By: [SPONSOR NAME]*



### BE WELL MONDAY JUNE 6

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](#).

*Locally Sponsored By: Taylor, the Builders*



### THANKFUL TUESDAY JUNE 7

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.

*Locally Sponsored By: M&T Bank*



### BEST FRIENDS WEDNESDAY JUNE 8

Share a photo of you and your furry best friend on walk. Be a part of our Top Dog Contest by posting a photo of your dog on the [Facebook](#) using #RochesterHeartWalk.

*Locally Sponsored By: [SPONSOR NAME]*



### CELEBRATION THURSDAY JUNE 9

Join us on June 9<sup>th</sup> at Genesee Valley Park 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 #RochesterHeartWalk and #HeartWalkHere!

*Locally Sponsored By: Lawley*



# HEART WALK & RUN DAY

*Choose Your Path or Ours!*

JUNE 9TH

RUN SPONSOR

**PAYCHEX**  
HR | Payroll | Benefits | Insurance

## WALK WITH US!

Heart Walk Here between 3:00 and 8:00 PM at Genesee Valley Park (official program starts at 5:00 and Run kicks off immediately after)! Everyone in our community can join in to go for a heart healthy Heart Walk and celebrate on Walk day.



**Our tentative schedule is below.**

[Visit here](#) for up-to-date information.

**3:00pm** Registration Opens/Festivities Begin

**5:00pm** Short Program

5:15pm Official 5K Run Begins

Walkers will follow runners out

**8:00pm** Event Concludes

START LINE SPONSORED BY

JOHNSON CONTROLS,  
INC.

## GET SOCIAL!

Join the fun on social media with  
#RochesterHeartWalk  
#HeartWalkHere



## 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 #RochesterHeartWalk

## CELEBRATE SURVIVORS

Survivors are the HEART of every walk. If you or your child are a survivor, show everyone your triumphs. As part of your Heart Walk swag bag, 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.



# HEART WALK DAY

*Heart Walk Here!*

JUNE 9<sup>TH</sup>

PLATFORM SPONSOR



## EAT SMART ACTIVITY

Come have fun with us while we learn how to eat smart!

LOCALLY SPONSORED BY

LiDestri



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

Let us celebrate your achievement as a Top Walker!

## PHYSICAL ACTIVITY EXPERIENCE

Get your heartrate going with us before you hit the trail!

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CooperVision®

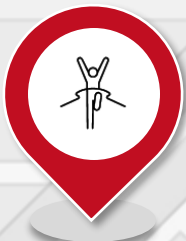


## FINISH STRONG

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

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Wilmorite



## GET YOUR GROOVE ON.

During your walk, listen to our EXCLUSIVE Heart Walk On Demand playlist, no matter where you are!



# DIGITAL TOOLS YOU CAN USE!

*(No Matter Where You Are)*



## CELEBRATING SURVIVORS

Our heart and stroke survivors and our youngest CHD survivors are true superheroes. Custom Facebook frames are available to celebrate you!

And to be included in our survivor celebrations, please share your photos with

#RochesterHeartWalk.



## WHY DO YOU WALK?

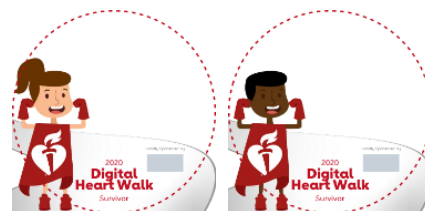
Printable Tribute stickers will be available on the [website](#), where you can write the name of a loved one affected by stroke or heart disease. What a great way to show you are walking in their honor!



## WE'RE GRATEFUL FOR YOU!

Zen away your stress by using [Simple Ways to Practice Gratitude](#)!

### CLAIM YOUR CUSTOM SURVIVOR FACEBOOK FRAME





# DIGITAL TOOLS YOU CAN USE!

(No Matter Where You Are)

## HEALTHY SELFIE PLEDGE

Commit to a NEW healthy habit with this [printable pledge card](#). Share your Healthy Selfie pledge with us by using #RochesterHeartWalk.

## HEALTHY FOR GOOD LIFESTYLE CHANGE AWARD

Have you or someone you know made a lifestyle change? We want to celebrate you! Click [here](#) to download and fill out our Healthy For Good Lifestyle Change Award nomination form. Our winner will be announced at the Heart Walk & Run, on June 9<sup>th</sup>.

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American Heart Association®  
**Heart Walk®**

## WE APPRECIATE YOU

Save lives and earn swag! Your fundraising not only makes you a relentless force for 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 of heart and brain health! Log in to your Heart Walk HQ on your PC or HW App to visit the [Rewards Center](#). The milestones and levels are:



**\$100**  
HERO



**\$250**  
MEDALIST



**\$500**  
WARRIOR



**\$1,000**  
LIFE SAVER



**\$2,500**  
ADVOCATE



**\$5,000**  
CHAMPION



Does your dog have what it takes to be

# TOP DOG?

Post a photo of your dog on the [Heart Walk Facebook Page](#) using #RochesterTopDog. Encourage family and friends to "like" your post. The community will vote on social media to pick the official Top Dog, and the winner will be announced on the Facebook Page!





American Heart Association®

Heart Walk®

## ROCHESTER HEART WALK

*Digital Experience Vitals*

### DATES TO KNOW:

2DAY

Register online for access to our NEW digital tools and rewards at [RochesterHeartWalk.org](https://RochesterHeartWalk.org)

4.8  
5.6

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

5.10

Move More Activity Challenge goes LIVE in the Heart Walk app

6.9

Rochester Heart Walk & Run  
#RochesterHeartWalk

### FAQs

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

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