



American Heart Association.
Heart Walk.

2023 INDIANAPOLIS

HEART WALK

9.16.23 | Victory Field

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.

I walk to get my heart pumping.

Keep hearts beating and brains healthy with every step. Get moving together with our new activity tracker and challenges.

I walk to end heart disease and stroke.

Put the lifesaving power of CPR into more hands and celebrate the sound of our hearts beating as one.

I walk to save lives.

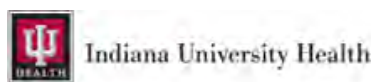
Fund lifesaving research that leads to medical breakthroughs and saving lives right here in our community.

LOCALLY SPONSORED BY

SIGNATURE SPONSOR



LEVEL 1 SPONSOR



Raymond James | Barnes & Thornburg | Quarles & Brady, LLP | Walgreens

Media Sponsors



Sign up, Step out and share your personal WHY.



YOUR HEART WALK *MADE EASY*

Get started here. 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 September 16th, 2023!



START (OR JOIN) A TEAM. Register today at IndyHeartWalk.org for instant access to fundraising tools and rewards. By offering flexible options for participation, we're going to reach more people than ever!



RAI\$E 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!

I walk to save lives.



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.

I WALK TO
SAVE LIVES LIKE **CAITLYN**



The AHA is committed to **funding early-career investigators**, whose work is vital to the future of heart and brain health.



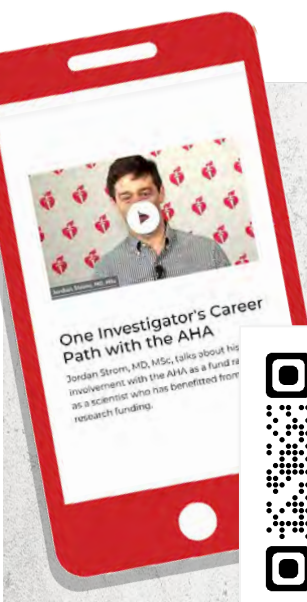
Last year, the American Heart Association funded **598 new research** projects totaling **\$135.8 million**.



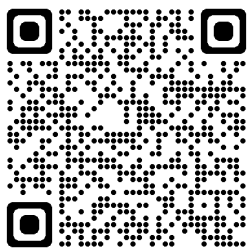
Unfortunately, another **1,530 applications** (2 out of 3 applications received), worth **\$412.5 million** could not be funded.



Funding from the **AHA helped launch the careers** of many of prominent cardiovascular and brain scientists, **including 14 Nobel prize winners**.



Hear from an investigator about how the AHA changed his career!
Scan the QR code & scroll to video!



\$4.9 BILLION Invested in Research Funding Since 1949
More than any nonprofit organization except the federal government

22 MILLION People Trained in CPR Each Year

19+ MILLION Patients Benefiting From a Quality Care Initiative for High Blood Pressure

HOW CAN I MAKE MY MARK?



I walk to save lives.

With every step I take, I know I am helping fund the next big breakthrough that may help save the life of someone I love – or even my own life. Every walker who joins, every dollar donated, means more research, more people trained in lifesaving CPR, more medical breakthroughs and more lifesaving moments for hearts big and small.

"I walk to ..."

EAT SMART. Healthy eating starts with healthy food choices. Obesity, high blood pressure and high cholesterol are all risk factors for heart disease and stroke. You don't need to be a chef to create nutritious, heart-healthy meals your family will love. Eating a healthy diet is an important first step to bringing health and well-being into everyone's homes.

GIVE GRATITUDE. Managing stress means managing your health. Gratitude – or thankfulness – is a powerful tool that can reduce levels of depression and anxiety and improve sleep. [Click Here to Learn More.](#)

BECOME A LIFESAVER. Our hands can do so many things, the most important of which may be saving someone's life. When a person has a cardiac arrest, survival depends on immediately receiving CPR from someone nearby.



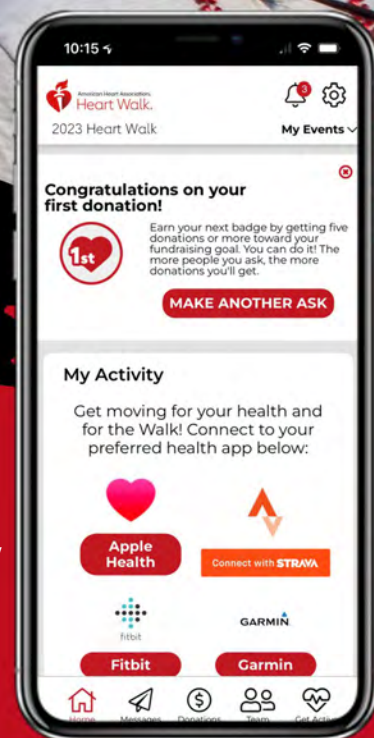
American Heart Association®
Heart Walk®



Move More, Raise Funds

THERE'S AN APP FOR THAT!

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!



MY PERSONAL IMPACT GOALS

Total Raised:

\$ _____

Teammates to Recruit:

I WALK FOR:

MOVE MORE ACTIVITY CHALLENGE

You can now track your minutes of exercise and participate in fun activity challenges right from your phone through the CycleNation app!

"SET IT AND FORGET IT" MESSAGES

Pre-written Emails, Text Messages or Social Media posts makes it easy for your friends and family to support you and our mission with a donation!

MOVE MORE ACTIVITY CHALLENGE
LOCALLY SPONSORED BY





American Heart Association.
Heart Walk®

WEEK OF WELLNESS

9/11-9/15

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



MOVE MORE MONDAY 9/11

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 TUESDAY 9/12

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 9/13

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 9/14

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 9/15

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 **#IndyHeartWalk**.

HEART WALK DAY. Join us on September 16th at Victory Field for our Heart Walk celebration. **Can't join us in person?** Create your own start line wherever you are! Share your photos with **#IndyHeartWalk**!





2023 INDIANAPOLIS

Heart Walk

Day of Event

9.16.23 | Victory Field
Gates Open at 8:00am
Walk Begins at 10:00am



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

Let us celebrate your achievement as a Top Walker achievement. As a Top Walker, you receive a Designated Top Walker Area, VIP Parking inside Victory Field and more!



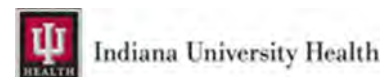
KNOW YOUR NUMBERS

Knowing your numbers help determine risk for heart disease and stroke. [Click here for more info!](#)

SIGNATURE SPONSOR



LOCALLY SPONSORED BY



CELEBRATE SURVIVORS

LOCALLY SPONSORED BY



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 or white ball caps to wear during the walk. To celebrate our child Heart Heroes, we offer special SUPERHERO CAPES for young survivors.



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

Get Your *GROOVE* ON.

Finish strong

Our **SURVIVOR FINISH LANE** celebrates the journey heart disease and stroke survivors have taken to be at the Heart Walk. Be filled with joy as volunteers, family and friends all participate in our cheering section as you cross the finish line. Don't forget to pose for a Survivor Finish Line photo op and ring the Survivor bell to celebrate your accomplishment of crossing the finish line.

LOCALLY SPONSORED BY



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!

Reward milestones and levels:

\$100
HERO

\$250
MEDALIST

\$500
WARRIOR

\$1,000
LIFE
SAVER

\$2,550
ADOVOCA
TE

\$5,000
CHAMPION



Log in to your Heart Walk HQ on your PC or HW App to visit the [Rewards Center](#).

I walk to save lives. So can you.

2023 INDIANAPOLIS

HEART WALK

9.16.23 | Victory Field



@AHAIndiana



@AHAIndiana



@AHAIndiana

Today

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

SIGNATURE SPONSOR



LEVEL 1 SPONSOR



Locally Sponsored By:



Indiana University Health

Raymond James

Barnes & Thornburg

Quarles & Brady, LLP

Walgreens

June 2023

Executive with Heart Kick-off!

7.24.2

Participate in our **City-Wide Rally Day** to recruit your full team and raise awareness!

8.14.23

Move More Activity Challenge goes LIVE in the Heart Walk app

9.16.23

Indianapolis Heart Walk! Join the fun on social media with #IndyHeartWalk #HeartWalk

FAQs

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