

WHY WE RIDE

THE AMERICAN HEART ASSOCIATION

The American Heart Association is a national, voluntary health organization that was founded in 1924. From humble beginnings, the AHA has grown into the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. A shared focus on cardiovascular health unites our more than 33 million volunteers and supporters as well as our more than 3,400 employees. Heart disease is the No. 1 killer worldwide, and stroke ranks second globally. Even when those conditions don't result in death, they cause disability and diminish quality of life. We want to see a world free of cardiovascular diseases and stroke.

OUR MISSION To be a relentless force for a world of longer, healthier lives.

THE HISTORY OF THE BEACH RIDE



Jack Monroe organized the first Beach Ride in 1981. That first ride attracted 20 riders, who vowed to make the ride an annual charity event, and appointed Jack the official chairperson. Sadly, Jack passed away in 2018 but his legacy and the Beach Ride continue.

Today, the Beach Ride is the largest trail ride on the beaches of South Carolina attracting over 2,000 participants annually. Since its inception the Beach Ride has helped fund over \$6 million of research and educational projects for the American Heart Association. Jack's many years of leadership in the community and for the American Heart Association is now recognized with the Jack Monroe Service Award.


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CONTACT INFORMATION

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 Like Us Facebook!
American Heart Association
Beach Ride

BEACH RIDE BY THE NUMBERS

40 The number of years the Beach Ride has taken place on the beautiful beaches of Myrtle Beach, SC

24 States represented the 2020 AHA Beach Ride

54 Number of Saddle Clubs in 2020

\$397,000 Raised in 2020

\$17,500

Amount the top fundraiser raised and set a new record

\$114,014.46

Amount Team Noah raised in 2020, becoming the first team to raise over \$100,000

99

Superstar fundraisers raised over \$198,000 in 2020. These superstars individually raised \$1,000 or more

\$6 Million

The amount the Beach Ride has raised since it began 40 years ago



40TH ANNUAL AMERICAN HEART ASSOCIATION

BEACH RIDE

November 3-7, 2021 • ahabeachride.org

YOU'VE COME A LONG WAY BABY!

Celebrating 40 years of saving lives

Since the AHA Beach Ride started in 1981 we have raised over \$6 million dollars for the American Heart Association. Here are just a few things we have been able to achieve in the last 40 years, thanks to your support!



Leading the fight for clean indoor air in public areas such as workplaces, bowling alleys, restaurants, pubs, etc.

We did that!

Research shows that heart attack rates drop immediately following implementation of a smoke-free law, reaching a 17% reduction after one year and about a 36% reduction after three years.



Advocating to place AEDs (automated external defibrillators) in public places such as airports, golf courses and malls.

We did that!

Only an electric shock can restart a stopped heart. For each minute without defibrillation, a cardiac arrest victim's odds of survival decrease by 7-10%. AEDs save lives!



Helping hospitals provide better treatment for cardiac and stroke patients.

We did that!

Our Get with the Guidelines quality improvement program has impacted the lives of 2 million patients – and counting – by helping hospitals treat patients according to evidenced-based guidelines proven to improve health outcomes.



Advancing surgical techniques, developing the artificial valve, pacemakers and cardiac stents.

We did that!

The American Heart Association has funded research that led to many medical breakthroughs, including pacemakers, artificial heart valves, CPR, and blood pressure and cholesterol-lowering drugs.



Establishing CPR guidelines and training people of all ages in hands-only CPR.

We did that!

Effective bystander CPR, provided immediately after cardiac arrest, can double a victim's odds of survival. Our CPR Anytime products train people in this lifesaving skill in just 22 minutes!



Advocating food labels include appropriate nutrition information to promote healthy choices.

We did that!

A healthy diet is a key weapon in the fight against heart disease. Use our nutrition guidelines at americanheart.org to make smart choices to benefit your heart and overall health.



Reducing the calories your children consume at school by offering them healthier choices.

We did that!

According to a 2010 report from the Alliance for a Healthier Generation, there has been an 88% decline in calories in soda and other beverages shipped to schools since a three-year agreement with the major beverage companies, such as the Coca-Cola Company, Dr Pepper Snapple Group and Pepsi-Co, Inc.

REGISTRATION

40TH ANNUAL AHA BEACH RIDE

Help us as we kick off our \$500,000 dream to help save a million lives! Even during a global pandemic, you all showed us again you are full of heart. We were able to hold a safe and successful event in 2020 and raised an incredible \$397,000. We know with our group of passionate riders and in honor of our 40th year, this year will be the year we hit a half million dollars!! Heart disease and stroke affects us all! Remember your “Why” and join us in our life saving mission! Enclosed is information and fundraising forms to help in your efforts as well as important information and deadlines.

REGISTRATION REQUIREMENTS

- The deadline to pay for your campsites to Lakewood Camping Resort is May 1st. Lakewood will be releasing all unpaid sites after May 1st. No exceptions!! There are lots of folks on our waiting list for sites.
- All riders attending must register at www.ahabeachride.org and pay a \$50 deposit by June 15th or your campsite through Lakewood will be canceled. This includes every rider who will be camping on the site, not just the person making the reservation. You will be asked to provide your campsite number when registering with the AHA. We are also only offering 40th Anniversary Beach Ride event t-shirts complimentary to those riders who are registered with \$50 deposits paid by the June 15th deadline. Those who register after June 15th will not receive a complimentary t-shirt at this year's event.
- We will once again be offering a VIP check in to our superstar fundraisers on Tuesday, November 2nd from 2pm-5pm. This is for all riders who raised \$1,000 or more in 2020 or those who raise \$1,000 by August 31st. No horses except those on our superstar list and their immediate families will be allowed to enter.
- There will still be a fundraising minimum each rider will have to meet to attend. The \$50 deposit will be subtracted from this amount. As in year's past, we will offer a \$25 discounted early bird rate if you meet or pay this minimum in June. Visit www.ahabeachride.org for prices.

2021 PRICES

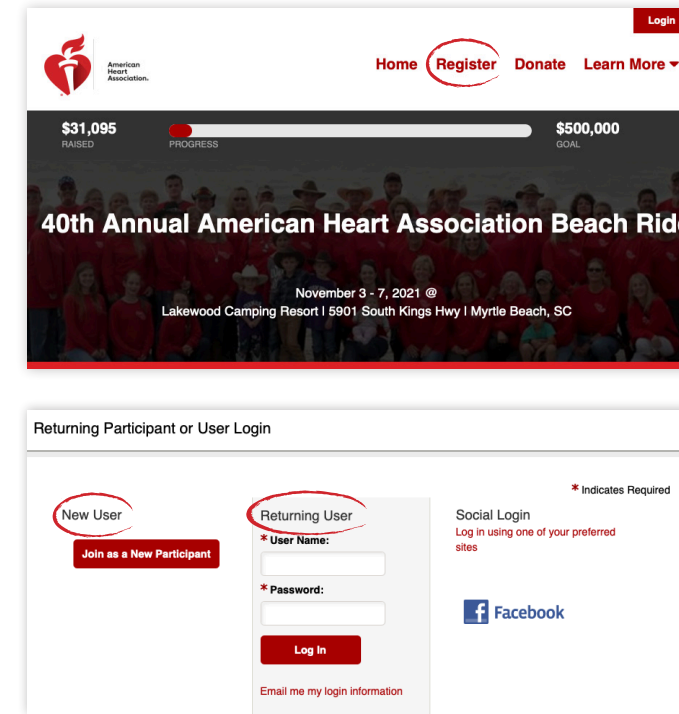
Prices below include \$50 registration deposit

Registration type	Fee before June 15th	Fee after June 15th
Adult	\$200	\$225
Youth	\$150	\$175
Saddle Club	\$175	\$200

- Riders with horses are given priority when booking campsites. We certainly want your family and friends who do not ride to join us but cannot hold full sites for them if they do not plan to bring horses. They are more than welcome to camp on your site with you.

HOW DO I GET STARTED?

- Visit www.ahabeachride.org. If you know your login info from previous years, choose **Returning User**. If not, sign up as a new rider.
- You will be taken through the steps to enter or check contact information and then create your **personal fundraising page**. Be sure to add a personal photo and message letting donors know your personal reason for participating!
- Be sure to **connect your Facebook page** and Fundraise. This is an easy and successful way to raise money! **You MUST connect Facebook through your beach ride page to get credit.**

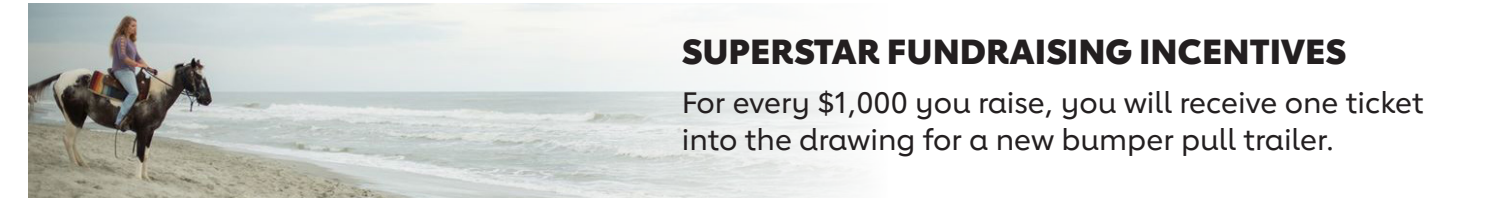


10 WAYS TO RAISE!

In honor of our 40th Anniversary we are encouraging all riders to raise \$400. If every rider made a plan and set a minimum goal of \$400 we will surpass our half million dollar goal!! Here are 10 ways to raise \$400 in over the next 7 months.

- Online Fundraising:** Raise money online! Visit our Horse Ride website, www.ahabeachride.org and register for the event. Personalize your fundraising page with a photo and story of why it's important to you to participate in the Ride. Send emails to friends and family asking them to support your efforts with a donation.
- Ask 10 friends to donate \$40 dollars.
- Use our Facebook Fundraiser and ask 40 Facebook Friends to donate \$10. Facebook fundraiser must be connected through your beach ride site to receive credit.
- Corporate Matching:** Make your company work for you. Ask them to match donations made by other employees. Go to the following link to see if your company has a matching gift program. <http://www.matchinggifts.com/aha/>.
- Host a Trail Ride with Friends:** Organize a fun trail ride with your riding buddies in your community. Ask for an entry fee to ride.
- Ask a local tack shop to donate a few items and hold a silent auction or raffle.
- Encourage a local store or company to promote their business through a trail marker at the Beach Ride (form online).
- Offer a local store or company a program acknowledgement in our 2021 Beach Ride program given out to all attendees of the event (form online).
- Sell AHA hearts and bracelets for donations at your local barn or shop.
- Partner with your local rodeo, horse event or festival and setup a booth asking for donations for the AHA.

FUNDRAISING OPPORTUNITIES



OTHER PRIZES & INCENTIVES

All superstars will receive Exclusive VIP Check In for all Superstars on Tuesday, November 2nd from 2pm-5pm. We are so excited to let our Superstar Fundraisers avoid the crowds and check into the Beach Ride a day early. This is only for those who raised \$1,000 in 2020 or raise \$1,000 by August 31, 2021. Any horses or riders arriving who are not Superstars (or their immediate family) will be asked to check in with all other riders on Wednesday morning after 8am. All superstars also receive priority in campsite reservations for the 2021 Beach Ride.

FUNDRAISING LEVELS AND INCENTIVES

In honor of our 40th year, all fundraisers who reach the \$4,000 level will receive a custom Molly's Custom Silver Belt Buckle.

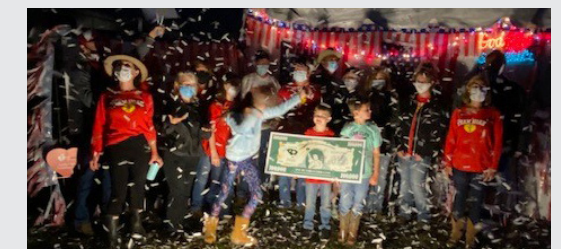


\$4,000+	\$2,500+
<ul style="list-style-type: none">VIP Check in on Tuesday, November 2ndPriority in Campsite SelectionsEntry into Trailer Drawing for Every \$1,000 RaisedEntry into Superstar Events at the 2021 Beach RideMolly's Custom Silver AHA Beach Ride Belt Buckle\$300 Gift Certificate to Wild West	<ul style="list-style-type: none">VIP Check in on Tuesday, November 2ndPriority in Campsite SelectionsEntry into Trailer Drawing for Every \$1,000 RaisedEntry into Superstar Events at the 2021 Beach Ride\$150 gift certificate to Wild West
\$1,000+	\$500+
<ul style="list-style-type: none">Priority in Campsite SelectionsEntry into Trailer Drawing for Every \$1,000 RaisedEntry into Superstar Events at the 2021 Beach Ride\$75 Gift Certificate to Wild West	<ul style="list-style-type: none">\$30 Gift Certificate to Wild West

2020 TOP FUNDRAISERS

TOP Individual Fundraisers:

- Rob Crowder: \$17,500
- Tony Farr: \$17,400
- Tony Holland: \$10,100



TOP Fundraising Teams:

- Team Noah: \$114,014.46
- Driggers Riders: \$30,538
- Ridge Riders: \$14,040