



American Heart Association.  
**Heart Walk.**



# 2023 New York City

May 18, 2023 | Brookfield Place

## Wall Street Run & Heart Walk

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

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**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 May 18<sup>th</sup>!



**START (OR JOIN) A TEAM.** Register today [with this link](#) 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 Association is committed to **funding early-career investigators**, whose work is vital to the future of heart and brain health.



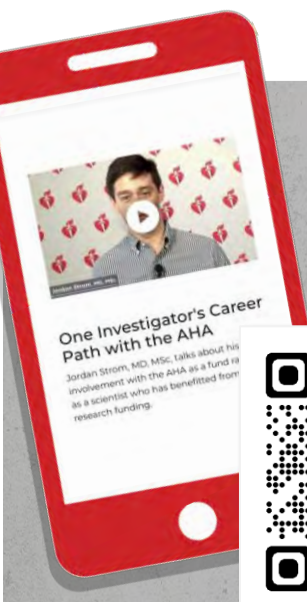
Last year, the American Heart Association funded **598 new research** projects totaling **\$135.8 million**.



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



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



**Hear from an investigator how the Association 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®**

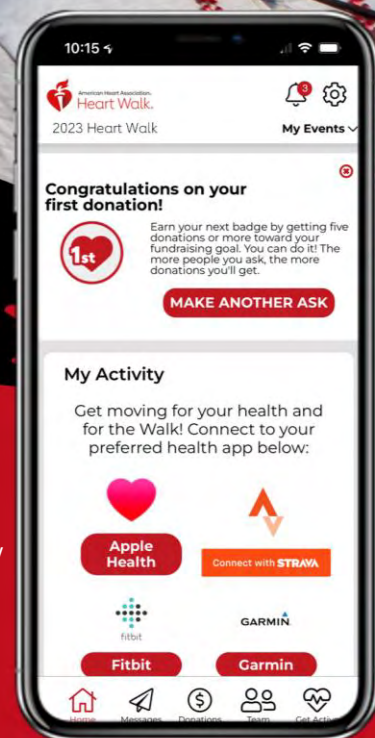




# Move More, Raise Funds

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 Heart Walk 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!





American Heart Association®  
**Heart Walk.**


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

# Get Your *GROOVE ON.*

## Finish strong

**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!

### Achievement Levels

					
<b>\$100</b> \$100 Hero + 100 Points Total Points = 100	<b>\$250</b> \$250 Medalist + 100 Points Total Points = 200	<b>\$500</b> \$500 Warrior + 100 Points Total Points = 300	<b>\$1K</b> \$1,000 Life Saver + 100 Points Total Points = 400	<b>\$2.5K</b> \$2,500 Advocate + 100 Points Total Points = 500	<b>\$5K</b> \$5,000 Champion + 100 Points Total MAX Points = 600

See below for examples of the awesome prizes you can redeem & head to the website to see more!



Juniors' Healthy Heart Tee

100 Points



Heart & Torch Pop Socket

200 Points



Alternative Vintage Jersey  
Keeper Hooded Pullover

400 Points



Men's North Face®  
Ridgeline Vest

600 Points





American Heart Association®  
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**EXCLUSIVE** Heart Walk On Demand  
playlist, no matter where you are!

# Get Your *GROOVE ON.*

## Finish strong

### Exclusive Coach Hero Gear

Hey coach, special rewards will unlock just for you as your team reaches fundraising milestones. Go ahead and add these to your Hero Gear!



2023 Coach Jersey  
Awesome, you registered early!



Premium Coach Visor  
Earn this when your team raises \$1000 dollars.

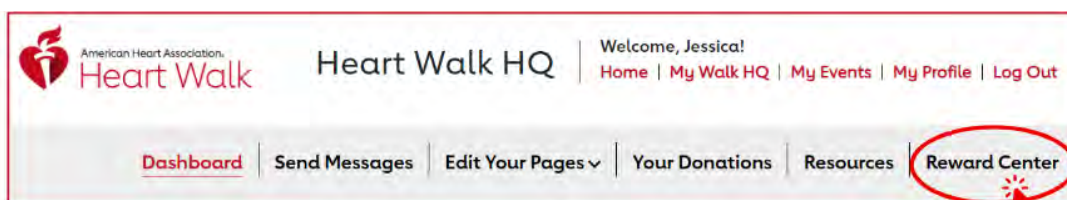


Premium Long Sleeve Tee  
Earn this when your team raises \$2500 dollars.



Weatherproof Vintage  
Diamond Quilted Vest  
Earn this when your team raises \$5000 dollars.

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



\* Please note that the 2023 Coach Jersey is only available for Team Captains that registered 2/23/2023 or earlier.  
For further inquiries, please contact your AHA Staff Partner or email [nyheartwalk@heart.org](mailto:nyheartwalk@heart.org).