



2022 Logistics Phoenix Heart Walk

Wesley Bolin Memorial Plaza

1700 W Washington Street

Phoenix, AZ 85007

Saturday March 19th, 2022

It's never been a better time to find new ways to boost physical and emotional health.

Joining the Heart Walk is a great way to socially connect and get moving all while making a great impact in our community and saving lives.

Event Schedule

8:00am – Festival Area & Donation Collection

- Sponsor booths with giveaways and educational programming
- Photo Opportunities
- Memorial/Tribute Area
- Survivor Celebration

8:30am – Opening Ceremony

- Emcee, Kristen Keogh
- National Anthem performance by Michael Downey
- 2022 Heart Walk Chairman, Tom Grote

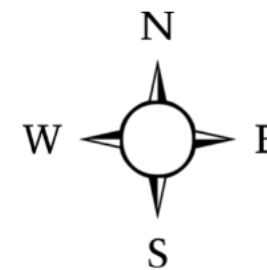
9:00am – Phoenix Heart Walk Kickoff

- 3-Mile Heart Walk
- Survivor Miracle Mile



American Heart Association®
Heart Walk®

**QUESTIONS?
ASK US!**



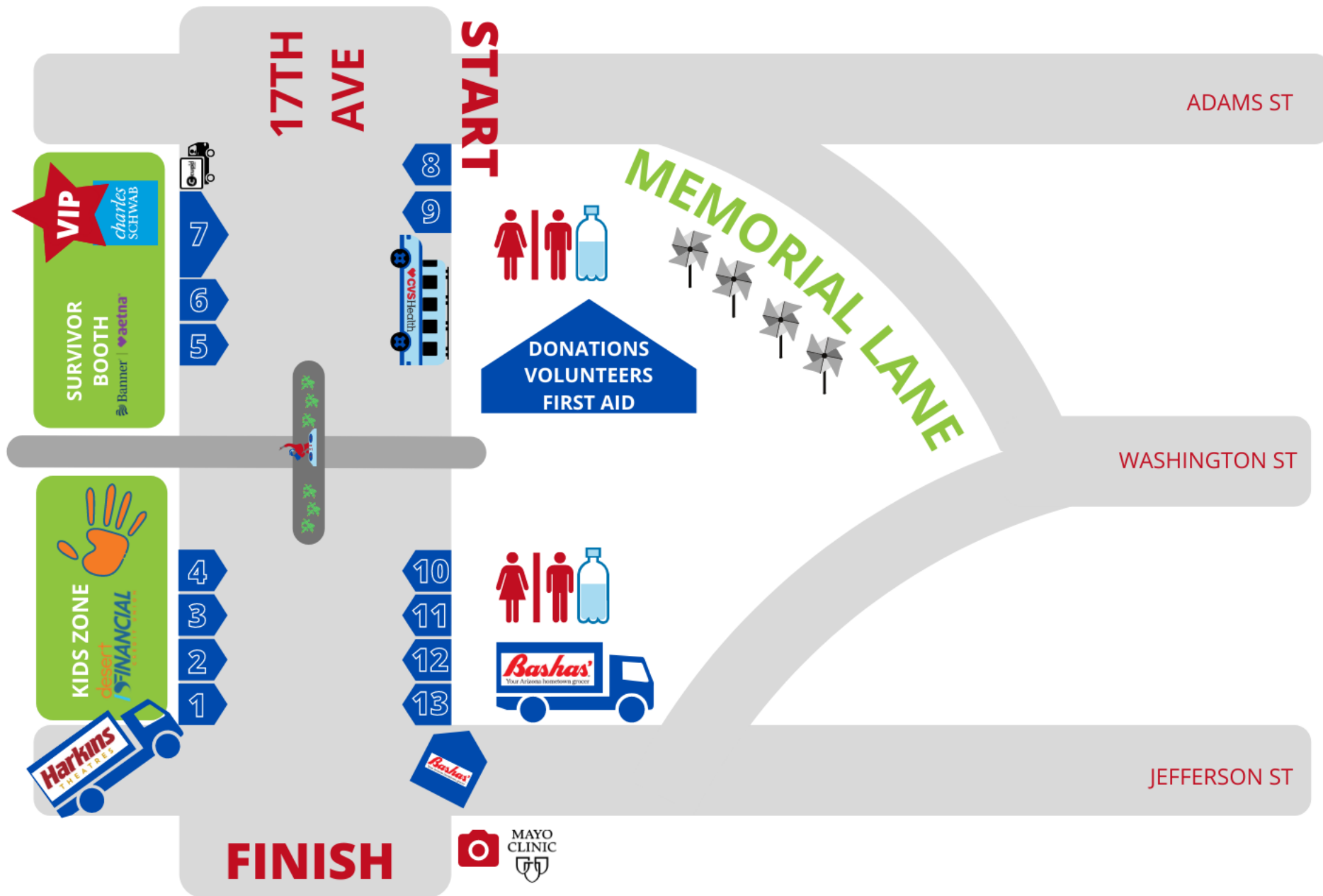
PARKING INFORMATION

-  LIVE MUSIC
-  RESTROOMS
-  WATER STATION
-  KIDS ZONE
-  PHOTO OPPORTUNITY
-  MILE MARKER
-  SURVIVOR MIRACLE MILE
-  5K HEART WALK











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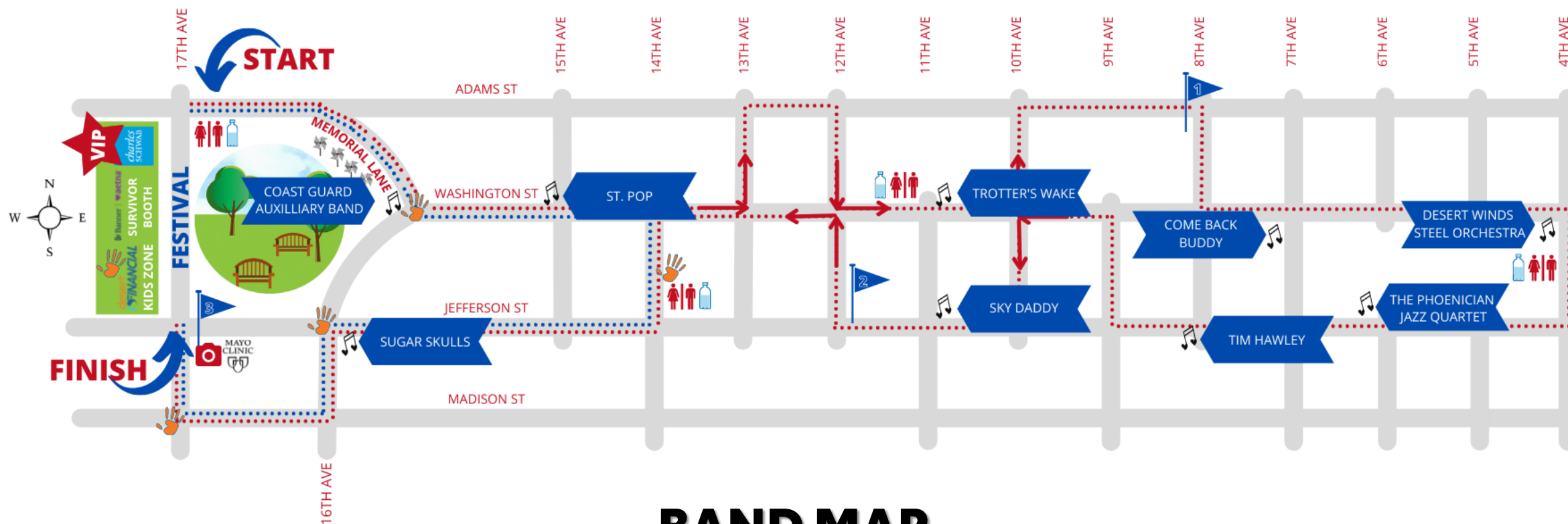
- RESTROOMS
- WATER STATION
- PHOTO OPPORTUNITY
- 1 HonorHealth
- 2 AHA Go Red for Women
- 3 Crescent Crown
- 4 AHA Advocacy/Community Impact
- 5 BannerHealth/Aetna Medicare
- 6 Amgen Cardiology
- 7 McCarthy
- 8 Sonora Quest Laboratories
- 9 AZ Complete Health
- 10 Cigna
- 11 Fennemore
- 12 Univision
- 13 Mayo Clinic

FESTIVAL MAP

-  LIVE MUSIC
-  RESTROOMS
-  WATER STATION
-  KIDS ZONE
-  PHOTO OPPORTUNITY
-  MILE MARKER
-  SURVIVOR MIRACLE MILE
-  5K HEART WALK



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Heart Walk®



BAND MAP



Are you a **TOP WALKER?**

Raise \$1k or more and receive special recognition:

- Top Walker Certificate
- Top Walker Swag Bag
- Two Vouchers with access to the VIP tent and grab & go snacks

Have YOU registered?

MARCH 19, 2022

DOWNTOWN PHOENIX

WESLEY BOLIN MEMORIAL PLAZA

Family & Pet Friendly

www.phoenixheartwalk.org





American Heart Association®

Heart Walk. Rewards Center

Raise **\$100 or more** and earn rewards!

Participants can redeem points at any time up until 6-weeks post Heart Walk (May 9th, 2022).



\$100 HERO

+ 100 Points

Total Points = 100



\$250 MEDALIST

+ 100 Points

Total Points = 200



\$500 WARRIOR

+ 100 Points

Total Points = 300



\$1,000 LIFE SAVER

+ 100 Points

Total Points = 400



\$2,500 ADVOCATE

+ 100 Points

Total Points = 500



\$5,000 CHAMPION

+ 100 Points

Total MAX Points = 600



American Heart Association®

Heart Walk. Rewards Center

CHEERS FOR COACHES!

NEW for 2022!

When you rally your team, we rally for you!

Limited edition coach rewards will unlock as your team reaches fundraising milestones.



**Premium
Mesh-Back Cap**

Casual
and cool

\$1000



**Premium
Long Sleeve Tee**

Super soft
and light

\$2500



**Premium Champion®
Anorak Jacket**

Easy to stow and
ready to go

\$5000



FAQs

WHAT IS THE HEART WALK? The Phoenix Heart Walk is a non-competitive walk that encourages people to take steps toward a heart-healthy lifestyle. This is an opportunity for corporate teams and individuals to improve their health by walking and raising funds to help fight heart diseases and stroke.

WHERE IS THE HEART WALK? Rain or shine, the Phoenix Heart Walk is taking place at Wesley Bolin Memorial Plaza (1700 E. Washington St. Phoenix, AZ 85007). Refer to page 3 for parking information.

WHEN IS THE HEART WALK? The opening ceremonies will take place near the stage at 8:30 am.

HOW LONG IS THE WALK? The Phoenix Heart Walk route is approximately 3-miles long. There is also a 1-mile survivor route available for our survivors and beginner walkers.

WHAT IS A COMPANY LEADER, A COACH, AND A WALKER? Company Leaders organizing the Phoenix Heart Walk efforts at your company. A Coach helps us by recruiting walkers in their department or personal network. A walker helps raise funds and awareness through 1-on-1 contact with co-workers, friends and family.

CAN I WEAR A MASK TO THE HEART WALK? Absolutely. Our events are mask-friendly.

WILL WATER BE AVAILABLE? Yes, there are four water stations located along the route.

FAQs

ARE STROLLERS AND PETS ALLOWED? The Phoenix Heart Walk is a family-friendly event. Strollers are allowed. Leashed pets are allowed. In consideration of other walkers please bring bags in order to clean up after your dog.

WHERE ARE THE RESTROOMS? Restrooms are in the Festival Area and around the route at the halfway point on 4th Avenue.

IS THE EVENT HANDICAP ACCESSIBLE? Yes, both the route and sponsor tents are handicap accessible.

WHAT IS A RED CAP? The term “Red Cap” refers to our heart disease and stroke survivors who are honored with a Red Cap to wear at the Phoenix Heart Walk. Survivors are encouraged to visit the Red Cap tent (see map) to pick up their hat and share their story. If you are a survivor, we want to hear from you! Email us at phoenixHW@heart.org with the subject “I Want to Share My Story”!

WHAT IS THE HEART WALK ON DEMAND PLAYLIST? Get your groove on with us and be connected as one no matter where you walk with our new Heart Walk On Demand Playlist. The playlist is a great collection of music and mission to inspire every step! The playlist will be available the week of the Heart Walk and you will have access to it directly from your local Heart Walk website.

FAQs

IS THERE FIRST AID AT THE EVENT? There will be a FIRST AID tent on 17th Avenue and Adams Street. AHA staff and volunteers will be along the route, watching for any situations that require fire department response.

WHERE DO I TURN IN MONEY THE MORNING OF THE HEART WALK? You can turn in money to your Heart Walk Coach or your American Heart Association staff partner prior to the Heart Walk. At the walk, donations can be brought to the Donation Collection tent at the event (Southeast corner of 17th Ave & Adams St.). Donations will be accepted before, during and shortly after the Heart Walk.

IF T-SHIRTS AREN'T GIVEN OUT UNTIL AFTER THE WALK, WHAT SHOULD I WEAR? Companies and/or teams are encouraged to design their own shirts to wear at the walk to show their spirit and distinguish themselves from the crowd. If you don't have a company t-shirt, any workout clothes will work. Don't forget your walking shoes!

WHERE DO YOU TAKE COMPANY PHOTOS? Stop by the photo opportunity area to take a Company Photo, group photo, or even a selfie! This area is sponsored by Mayo Clinic located at the Southeast corner of 17th Avenue and Jefferson Street.
(See map for reference)

FAQs

WHERE CAN I PARK AT THE HEART WALK? There are several parking lots and garages available for Heart Walk attendees (see map for reference):

1. State Capitol Parking Lot along East of 19th Avenue and South of Washington Street
 - 1798 West Jefferson Street #1750, Phoenix, AZ 85007
2. Arizona Department of Transportation Parking Lot East of 19th Avenue South of Jefferson Street
 - 101-199 South 19th Avenue, Phoenix, AZ 85009
3. Arizona Department of Transportation Parking Lot East of 17th Avenue South of Madison Street
 - 1826 West Harrison Street, Phoenix, AZ 85007
4. 1501-1599 West Adams Street, Phoenix, AZ 85007
5. 1400 West Washington Street, Phoenix, AZ 85007
6. 1402 West Adams Street, Phoenix, AZ 85007
7. Parking Garage
 - 1617 West Van Buren Street, Phoenix, AZ 85009

IS THERE SPECIAL PARKING FOR VIP? Yes! We have 2 parking lots designated for VIPs. Simply show your VIP pass to be admitted to this exclusive lot (see map for reference):

1. Parking lot north of Arizona Department of Agriculture
 - 1688 West Adams Street, Phoenix, AZ 85007
2. Parking lot north of Arizona State Board of Nursing
 - 1740 West Adams Street, Phoenix, AZ 85007

FAQs

WHERE CAN I FIND THE HEART WALK FESTIVAL? The Heart Walk Festival will be located along 17th avenue between Adams Street and Jefferson Street, just east of the State Capitol building (see map for reference)

WHAT IS THERE TO DO AT THE HEART WALK FESTIVAL? The Heart Walk Festival will feature (see map for reference):

- 14 different vendor booths
- A coffee truck located at the Southwest corner of 17th Avenue and Adams Street
- A CVS Health Bus located on the Southeast corner of 17th Avenue and Adams Street
- A food vendor located at the Northwest corner of 17th Avenue and Jefferson Street
- A Kids Zone sponsored by Desert Financial Credit Union located on the South Lawn of the State Capitol building
- A Survivor Booth located on the North Lawn of the State Capitol building
- A VIP Booth located on the North Lawn of the State Capitol building
- A Memorial Lane located in the Northeast grass of the Wesley Bolin Memorial Plaza.

VIP Tent (Executive Volunteers, Executives with Heart, Board Members, Sponsors, Top Walkers)

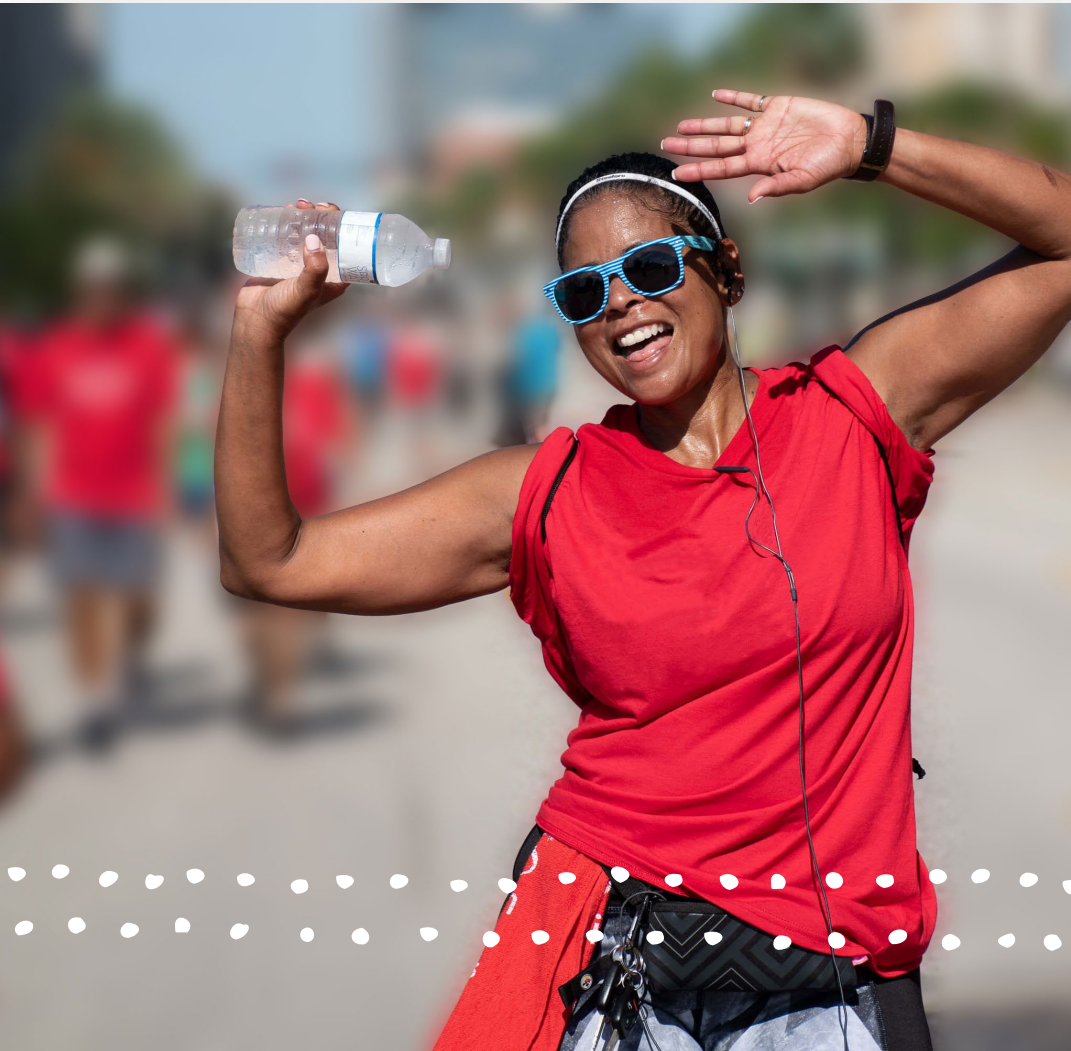
- VIP Parking
- Two Vouchers with access to the VIP tent and grab & go snacks
- Top Walker Swag Bag

FAQs

WILL THERE BE MUSIC ALONG THE ROUTE? Yes! We have 9 bands providing the perfect tunes for your walk (see map for reference):

1. Coast Guard Auxiliary Band located at the corner of Washington Street and 16th Avenue
2. St. Pop located at the corner of 15th Avenue and Washington Street
3. Trotter's Wake located at the corner of 11th Avenue and Washington Street
4. Comeback Buddy located at the corner of 7th Avenue and Washington Street
5. Desert Winds Steel Orchestra located at the corner of 4th Avenue and Washington Street
6. The Phoenician Jazz Quartet located at the corner of 6th Avenue and Jefferson Street
7. Tim Hawley located at the corner of 8th Avenue and Jefferson Street
8. Sky Daddy located at the corner of 11th Avenue and Jefferson Street
9. Sugar Skulls located at the corner of 16th Avenue and Jefferson Street

Can't wait to see you at the #phxheartwalk



Nothing unites us like doing good together.

Heart walk has always been about coming together, getting hearts pumping, honoring survivors, raising lifesaving funds - and having fun along the way.