

March 13, 2021 – Walk Wherever You Are

From our Move More Activity Challenge to our Week of Wellness, we have so many fun and healthy things planned to take this Digital Experience to the next level! Be sure to join us on [Facebook](https://www.facebook.com/PhoenixHeartWalk) at 9 a.m. on March 13!



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



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



SAVE LIVES

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

OUR VALUED SPONSORS



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VIBRANTDOC - DR. STACIE STEPHENSON

NEW YEAR, **BIGGER IMPACT**



BLOOD PRESSURE

32.5% of adults in Maricopa County have high blood pressure (hypertension) and nearly half are not aware.

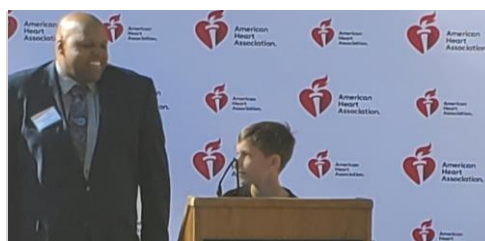
We are working within Federally Qualified Health Centers to provide access to self-monitoring blood pressure program. We work with faith-based communities and corporations to provide education and programming through our *Check.Change.Control.* program.



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.



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.

Currently, we are working to pass legislation that strengthens city laws to remove all flavored tobacco products from market. Additionally, we're supporting legislation that strengthen school tobacco policies and ensures they reinforce health rather than deepen inequities.



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.



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.

Locally, the Fresh Connections initiative provides fresh, local produce grown to families and individuals living in the South Phoenix area. Since the end of March 2020, Fresh Connections has distributed over 6,100 bags and 62,000 pounds of produce.



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 Digital Experience 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. Get ready to “lace up” with us and walk wherever you are on Saturday, March 13!



START (OR JOIN) A TEAM. Register today at PhoenixHeartWalk.org for instant access to fundraising tools and rewards. By moving the action online, 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. Want to become a social media guru? Click here for our [guide](#)



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:

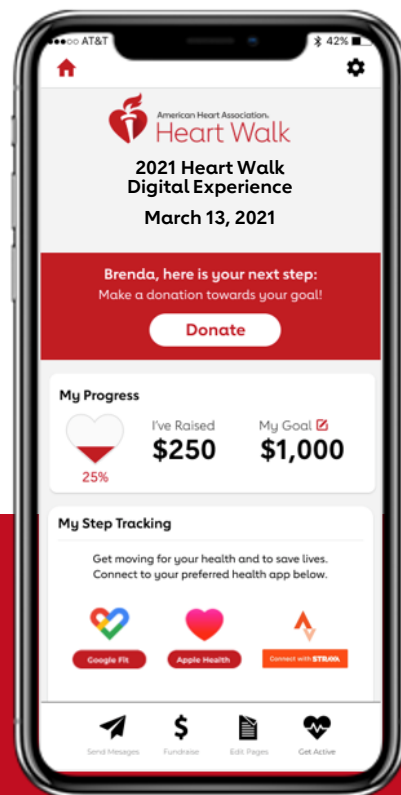
Total Raised: \$ _____

Teammates to Recruit: # _____

I Walk For:



MOVE MORE CHALLENGE
SPONSORED BY



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

March 8 – March 13

Exercise your mind, body and spirit during the week leading up to your Heart Walk.
Find a daily dose of inspiration via the links below!



MOVE MORE MONDAY

3.8

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: Mayo Clinic Hospital



EAT SMART: HEALTHY TIPS TUESDAY

3.9

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

3.10

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

3.11

[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

3.12

Share a photo of you and your furry best friend on a walk. Be a part of our Top Dog Contest by posting a photo of your dog on the [Facebook](#) using **#PHXTopDog**. And if you need a little pep in your step, try the [Heart Walk Playlist](#).



CELEBRATION SATURDAY

3.13

IT'S TIME!

Join us on [Facebook](#) at **9 a.m.** for a celebration and some special surprises. And then get walking, wherever you are! Share your photos with **#PHXHeartWalk**!

Locally Sponsored By: Desert Federal Credit Union

SIGNATURE SPONSOR



HEART WALK DAY 3.13.2021

(How Can I participate?)

HYDRATE!

Choose water! Before you walk wherever you are grab your water. Add slices of your favorite fruits for a boost of flavor.

LOCALLY SPONSORED BY



TUNE IN!



Join us on [Facebook](#) at 9 a.m. on Walk Day to connect with all the other walkers from Phoenix.



CHALK YOUR WALK



Ready to go for a walk? Decorate your sidewalk with a motivating and photo-worthy starting line. Be sure to share your pics **#PHXHeartWalk**

LOCALLY SPONSORED BY



CELEBRATE SURVIVORS

Our heart and stroke survivors and our youngest CHD survivors are true superheroes. Although our heart and stroke survivors won't be physically walking down Survivor Lane this year, custom Facebook frames are available to celebrate you on social media!

Share your photos with **#PHXHeartWalk** so we can include you in our post-walk survivor celebration video. Watch for a special Survivor Spotlight video series on Facebook leading up to the event.

CLAIM YOUR CUSTOM SURVIVOR FACEBOOK FRAME



2021 Phoenix Heart Walk
Heart Survivor

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CLAIM YOUR CUSTOM FRAME

1. On your Facebook page, hover over your profile photo
2. and select "Update"
3. Select "Add Frame"
4. In the search box, type "2021 Phoenix Heart Walk" to see
5. available superhero and survivor frames
6. Select the appropriate frame
7. Drag to reposition your profile picture if needed
8. Select the time frame from the drop down for how long you want to utilize the frame
9. Select "Use as Profile Picture" to save
10. Show it off to your friends and family!

HEART WALK DAY

(How Can I participate?)

3.13.2021

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ENTER THE KIDS ZONE

Keeps your eyes peeled and [click here](#) for the printable scavenger hunt to make your walk extra fun. Take a giggly Funny Walk Break and share your photos or videos with **#PHXHeartWalk**

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SAVE LIVES

SPOT A STROKE™



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 **Abrazo Health™**

TOP WALKERS (Raise \$1K+)

Let us celebrate your achievement as a Top Walker. Join our Zoom V.I.P Experience by raising \$1,000 or more by February 26. Top Walkers will be mailed a cinch bag post walk!

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 **charles
SCHWAB**

SOCIAL MEDIA STAR

The Social Media Star and Top Fundraiser will be crowned on Heart Walk Day. Tune in to [Facebook](#) to recognize all we have accomplished together!

LOCALLY SPONSORED BY

 **MIDFIRST BANK**

Thank you for being a

**TOP
WALKER!**



FINISH

DIGITAL TOOLS YOU CAN USE!

(No Matter Where You Are)

WHY DO YOU WALK?

[Click here for a printable Tribute sticker](#) 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 taking the 21 Days of [Gratitude Challenge!](#)



Does your dog have what it takes to be TOP DOG?

Post a photo of your dog on the AHAArizona [Facebook](#) page on Best Friends Friday and/or Celebration Saturday using #PHXTopDog. Encourage family and friends to "like" your post. The Top Dog to be announced on our Facebook Page!



REWARDS JUST FOR YOU

Save lives and earn swag You are a relentless force for a world of longer, healthier lives. Your fundraising earns points in your [Rewards Center](#). Log in to your Heart Walk HQ to redeem your points 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! The milestones are:



\$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®

PHOENIX HEART WALK

Digital Experience Vitals

phoenixheartwalk.org

DATES TO KNOW:

**TO
DAY**

Register online for access to our NEW digital tools and rewards at phoenixheartwalk.org

**FEB.
12TH**

Move More Activity Challenge goes LIVE in the Heart Walk app

**MAR.
13TH**

Phoenix Heart Walk Digital Experience
Walk Wherever You Are
#PHXHeartWalk

FAQs

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

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