



American Heart Association.  
Heart Walk®

**IMPORTANT: Our Step Challenge App will become live and accessible on Sept. 17th.**

# HEART WALK STEP CHALLENGE

We could all use some help to move more and stay in touch. The new step challenge will get you moving while protecting the hearts you love.



**Encourage movement**



**Relieve stress**



**Connect teams**



**Raise lifesaving funds**

## HOW IT WORKS

### Ready

Download or update your Heart Walk app and get registered.

### Set

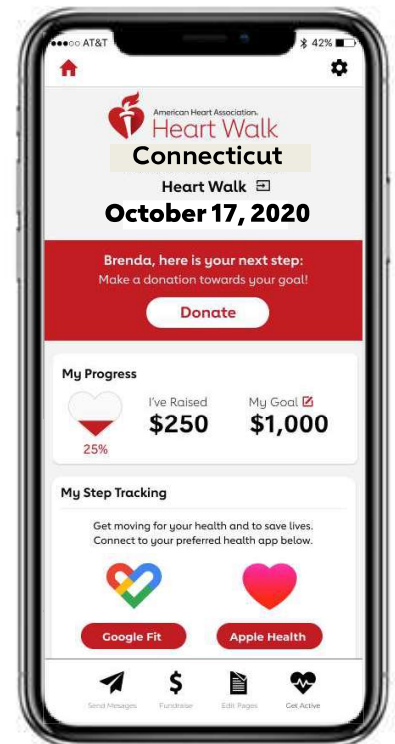
Your company has 4 weeks to get moving while you log your steps and fundraise for the Heart Walk.

### Go

Any way you step, counts! You can walk, dance or even vacuum to stay moving.

### Celebrate

Keep an eye on your leaderboard. Top steppers and fundraisers will be recognized on Heart Walk day!



Raise funds  
AND raise  
heartbeats

Simply download the Heart Walk app and GO!



# TOP TIPS FOR A WINNING STEPS CHALLENGE

Ready to get a step ahead? Here are some ways to make your company's step challenge a BIG success.



## Recruit Walkers

Make sure all your coaches and walkers are recruited before Step Challenge begins and they have downloaded the Heart Walkapp so their steps count!



## Set the Goal

Rack up the steps with a company goal. Just a 20-minute walk is about 2,000-3,000 steps. Imagine if you all walked 1 million steps together!



## Make a Match

Inspire your teams to move more with a company Movement Match, like \$1 for every 100 steps.



## Spread the Word

Get everyone in the game! Teams can get healthier together AND stay connected.



## Start at the Top

Sign up your CEO and other executives. If your company leaders are in, your employees are more likely to be in too.



## Cheer Them On

Send a weekly email to congratulate all your walkers and update them as your company climbs the leaderboard. (And watch everyone's competitive spirit come out!)