

2024 ATLANTA

HEART WALK



American Heart Association.
Heart Walk.



Building a Community of Lifesavers

9 out of 10 people who have a cardiac arrest outside of a hospital die. You can change that. If someone went into a cardiac arrest in front of you, would you know what to do? Are you ready to act?

Every walker who joins, every dollar donated means more research, more people trained in lifesaving CPR, and more lifesaving moments for everyone, everywhere.

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 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 SAVE LIVES!

Fund lifesaving research that leads to medical breakthroughs and saving lives right here in our community.

LOCALLY SPONSORED BY

Live Fierce. Be Relentless. Sponsors



Saturday, September 21
Lenox Square Mall

Campaign Sponsors

Platform Sponsor



Signature Sponsors



Anthem BCBS
Delta Dental
Hello Heart



Burns and McDonnell
Children's Healthcare of Atlanta
Sonder Healthcare Plans



IT ONLY TAKES A FEW STEPS TO SAVE LIVES LIKE *JAVION*



JAVION,
Cardiac
Arrest
Survivor

At 13, Javion collapsed during basketball practice will suffering sudden cardiac arrest. His coaches preformed CPR and used an AED to shock his heart back into rhythm, saving his life. By giving to the American Heart Association, you are contributing to, witnessing and progressing lifesaving science while saving lives like Javion.

The Association is committed to funding early-career investigators whose work is vital to the future of heart and brain health.

22 MILLION
PEOPLE
TRAINED
in CPR every year

19+ MILLION
PATIENTS
BENEFITED
from a Quality Care Initiative
for High Blood Pressure

\$4.9 BILLION
INVESTED
in research funding since 1949
which is more than any non-
profit organization except the
federal government

14 NOBEL
PRIZE
WINNERS
and other notable brain and
cardiovascular scientists had
their careers launched thanks to
funding from the Association

598 NEW
RESEARCH
PROJECTS
in the last year which totaled
\$135.8 million



American Heart Association.
Heart Walk.

WEEK OF WELLNESS



Exercise your mind, body and spirit during the week leading up to the 2024 Atlanta Heart Walk. Find a daily dose of inspiration in your email inbox!

September 16-21

MOVE MORE MONDAY - 09.16.2024

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 ADP

BE WELL WEDNESDAY - 09.18.2024

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](#).

Locally Sponsored by Burns and McDonnell

THANKFUL THURSDAY - 09.19.2024

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.

Locally Sponsored by Sonder Health Plans

KNOW BEFORE YOU GO - 09.20.2024

Everything you need to know about 2024 Atlanta Heart Walk Day!

HEART WALK DAY!

Join us on 09.21.2024 at Lenox Square for our Heart Walk celebration. Can't join us in person? Create your own start line wherever you are! Share your photos at #ATLHeartWalk!





HEART WALK

Day of Event



TOP WALKERS (Raise \$1K+)

Let us celebrate your achievement as a Top Walker with a light breakfast, VIP lounge and premium swag.

LOCALLY SPONSORED BY



LEARN HANDS-ONLY CPR

Take 1 minute to visit our Hands-Only CPR demo area and learn how the power to save a life is in your hands.

LOCALLY SPONSORED BY



COMPETE IN THE T-SHIRT STRUT

Got a great team t-shirt? Send a pic to Atlanta@heart.org before the event and nominate a team member to make the strut following the walk. Winner will be announced at the event.

CELEBRATE SURVIVORS

LOCALLY SPONSORED BY



Survivors are the HEART of every walk. If you or your child are a survivor, show everyone your triumphs. At the Heart Walk, survivors are given commemorative red or white ball caps to wear during the walk. To celebrate our child Heart Heroes, we offer special SUPERHERO CAPES for young survivors.



CELEBRATE SURVIVORS



Our **SURVIVOR FINISH LANE** celebrates the journey heart disease and stroke survivors have taken to be at the Heart Walk. Be filled with joy as volunteers, family and friends all participate in our cheering section as you cross the finish line. Don't forget to pose for a Survivor Finish Line photo op and ring the Survivor bell to celebrate your accomplishment of crossing the finish line.

LOCALLY SPONSORED BY



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!



REWARD MILESTONES AND LEVELS

\$100
HERO

\$250
MEDALIST

\$500
WARRIOR

\$1,000
LIFE
SAVER

\$2,500
ADVOCATE

\$5,000
CHAMPION

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

During your walk, listen to our **EXCLUSIVE Heart Walk on Demand** playlist, wherever you are!

I walk to save lives. So can you.

2024 ATLANTA

HEART WALK



@AHAGeorgia



@GeorgiaAHA



@AHA_Georgia

09.21.2024 | LENOX SQUARE

FAQs

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

Getting There

ARRIVE EARLY

Please plan to arrive early to account for expected traffic. Traffic will be heavy getting into the parking lots and Peachtree Road between Lenox and Piedmont will be closed beginning at 7 a.m. Heart Walk will begin promptly at 8 a.m. (stage program begins at 7:20 a.m.) Please plan accordingly.

Parking is free. Plan to park in the Lenox Square Mall lots. Police will be on hand to direct traffic into lots.

CONSIDER PUBLIC TRANSPORTATION

Take the Red Line (North/North Springs Line) to Buckhead Station. Lenox Square/Heart Walk will be two blocks north on your right.

Weather

Atlanta Heart Walk is a rain or shine event. In the event of a weather emergency/cancellation notices will be on MetroAtlantaHeartWalk.org and social media.

Misc.

MAY I BRING MY DOG?

Yes, dogs are permitted. Please make a plan to clean up after pets along the route and within the Heart Walk Village.

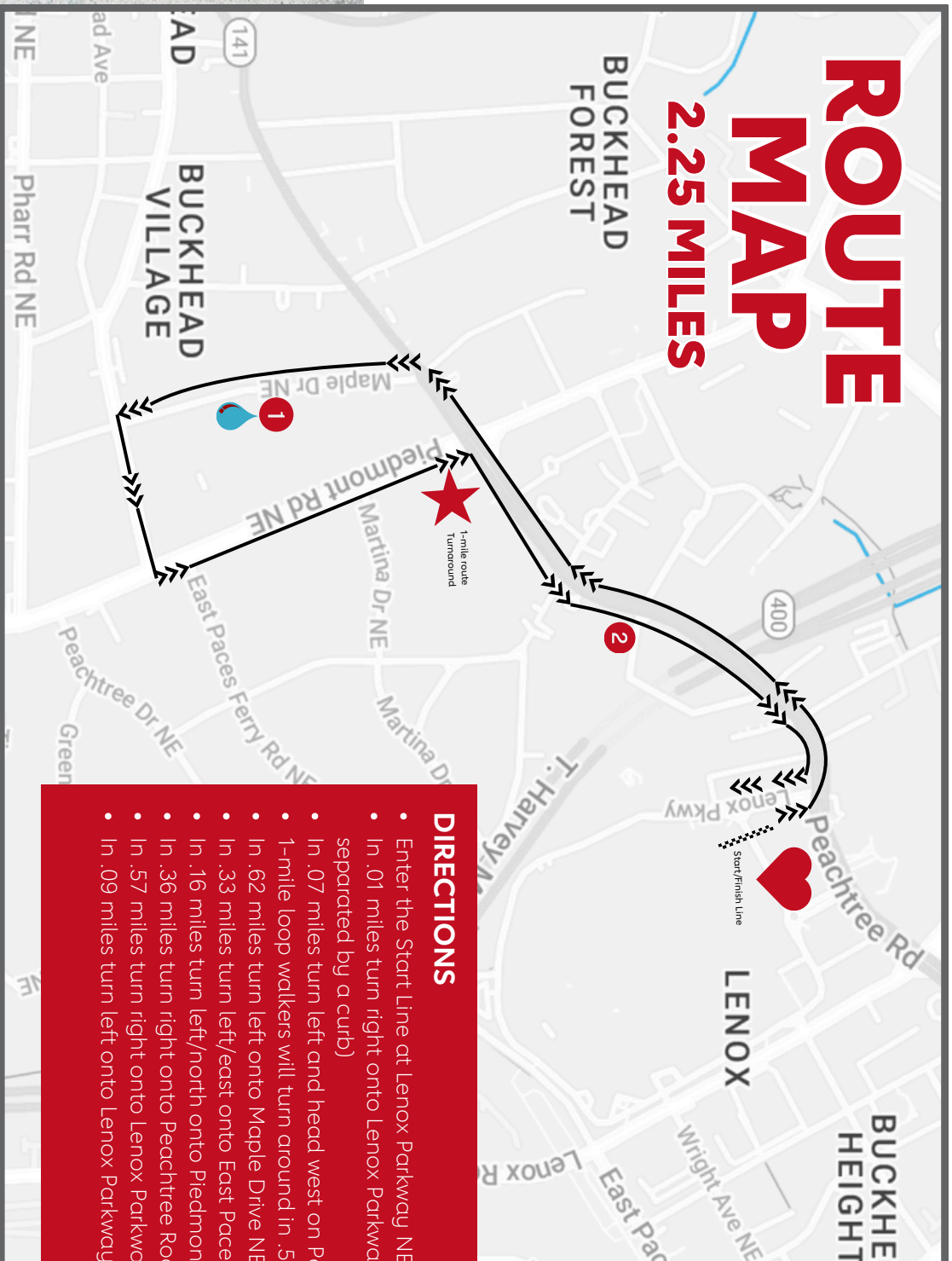
ARE STROLLERS PERMITTED? Yes.



American Heart Association
Heart Walk

2024 ATLANTA HEART WALK

I WALK
TO SAVE LIVES



ROUTE MAP 2.25 MILES

BUCKHEAD
FOREST

BUCKHEAD
VILLAGE

LENOX

BUCKHEAD
HEIGHTS

DIRECTIONS

- Enter the Start Line at Lenox Parkway NE facing west
- In .01 miles turn right onto Lenox Parkway heading North (NOTE: this turn is separated by a curb)
- In .07 miles turn left and head west on Peachtree Road NE
- 1-mile loop walkers will turn around in .56 miles at Piedmont Road crossing
- In .62 miles turn left onto Maple Drive NE heading South
- In .33 miles turn left/east onto East Paces Ferry Road NE
- In .16 miles turn left/north onto Piedmont Road NE
- In .36 miles turn right onto Peachtree Road NE
- In .57 miles turn right onto Lenox Parkway NE
- In .09 miles turn left onto Lenox Parkway to cross the finish line

Saturday, September 21
Festival Opens: 7:00 a.m.
Program Begins: 7:20 a.m.
Walk Begins: 8:00 a.m.
Lenox Square Mall
3383 Peachtree Road
Atlanta, GA 30326

For more information & registration, visit www.MetroAtlantaHeartWalk.org - For questions, contact us at: Atlanta@heart.org