

2024 Greater Charlotte



American Heart Association
Heart Walk.

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.

SIGN UP, STEP OUT, AND SHARE YOUR PERSONAL WHY!

September 28, 2024
Romare Bearden Park

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LIVE FIERCE. STAND FOR ALL. SPONSOR



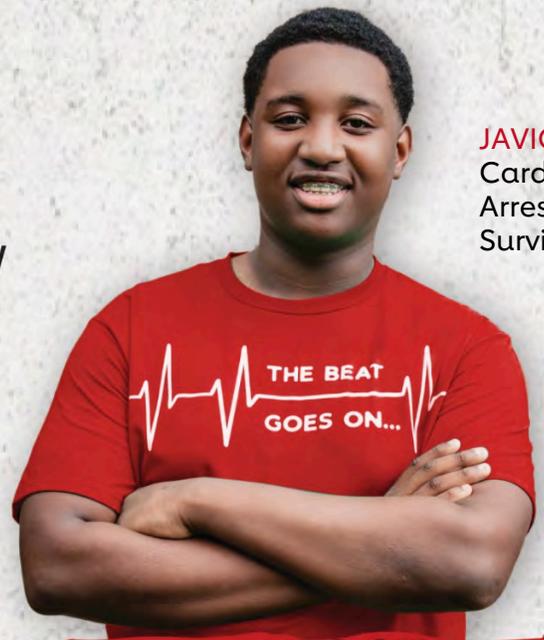
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American Heart Association
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IT ONLY TAKES A FEW
STEPS TO SAVE LIVES
LIKE **JAVION**



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 life-saving science while saving lives like Javion.

The AHA 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 AHA

2 OUT OF **3** APPLICATIONS
RECEIVED
equal to 1,530 application
worth about \$412.5 million
were not able to be funded

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





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WEEK OF WELLNESS



Join in on the fun!
September 23rd-28th

Exercise your mind, body and spirit during the week leading up to your Heart Walk. Find a daily dose of inspiration on the Facebook page !

MOVE MORE MONDAY - 9/23

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](#).

EAT SMART: HEALTHY TIPS TUESDAY - 9/24

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](#)!

HEART WALK WEDNESDAY - 9/25

On our final Heart Walk Wednesday, you will get all the NEED TO KNOW information for the 2024 Greater Charlotte Heart Walk!

THANKFUL THURSDAY - 9/26

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 - 9/27

Share a photo of you and your furry best friend on walk. Be a part of our Top Dog Contest by posting a photo of your dog on the Facebook using #CharlotteHeartWalk.

HEART WALK DAY!

Join us on September 28th at Romare Bearden Park for our Heart Walk celebration. Can't join us in person? Create your own start line wherever you are! Share your photos with #CLTHeartWalk!





HEART WALK

Day of Event



TOP WALKERS (Raise \$1K+)

Let us celebrate your achievement as a Top Walker achievement! Top walkers have access to our VIP area with coffee, catered breakfast, parking pass, and a Top Walker T-shirt!



KNOW YOUR NUMBERS

Knowing your numbers help determine risk for heart disease and stroke. Get your blood pressure screening before the walk at the Novant Health tent.



LEARN HANDS-ONLY CPR

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

Walking in tribute to someone?

Heart Walk is the opportunity to walk for a survivor in your life or in tribute to a loved one. For those who light up our lives, stop by the Piedmont Natural Gas tent to honor someone you are walking for.



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CELEBRATE SURVIVORS



Visit our **SURVIVOR TENT** that celebrates the journey heart disease and stroke survivors have taken to be at the Heart Walk. Visit this area to get your survivor gear, commemorate your day with a picture, and learn more about some other local survivors.

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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
ADVOCAT
E

\$5,000
CHAMPION



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

I walk to save lives. So can you.

2024 Greater Charlotte

HEART WALK

 AHANorthCarolina

 americanheartnc

 americanheartnc

Saturday, September 28th | Romare Bearden Park

TODAY

Register online for access to our turnkey digital tools and rewards at CharlotteHeartWalk.org

July 31st

Participate in **Lifesaver Day** where everyone will be invited to launch on the same day the NEW CPR Digital Experience from their Heart Walk Headquarters to learn hands-only CPR and share it with friends & Family!

August 27th

Move More Activity Challenge goes LIVE in the Heart Walk app

Sept. 23-28th

Join us for the **Week of Wellness** leading up to Heart Walk. Exercise your mind, body and spirit during the last days before our walk.

Sept. 28th

2024 Charlotte Heart Walk! Join the fun on social media with #CLTHeartWalk #HeartWalk

FAQs

See last page for our most frequently asked questions!

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2024 GREATER CHARLOTTE HEART WALK

3-Mile Route Instructions:

1. The Route begins at Mint St between Romare Bearden Park and Truist Field.
2. Turn left on MLK Jr Blvd and then make the second right onto Tryon St.
3. Continue on Tryon St until you reach Park Ave and make a right.
4. Head down Park Ave until you reach Mint St and make a right, turning north towards Uptown.
5. Continue on Mint St until you reach Bland St and make a right.
6. Continue on Bland St until you reach Winnifred St and make a left.
7. Continue on Winnifred St until you see Carson Blvd and make a left.
8. Stay on Carson Blvd until you see Mint St and turn right.
9. Continue on Mint St until you reach the Finish Line.

1-Mile Route Instructions:

1. The Route begins at Mint St between Romare Bearden Park and Truist Field.
2. Turn left on MLK Jr Blvd and then make the first right onto Church St.
3. Continue down Church St until you reach Brooklyn Vlg Ave and make a right.
4. Once on Brooklyn Vlg Ave head towards Mint St and make a right.
5. Continue on Mint St until you reach the Finish Line.
6. The Route concludes at Romare Bearden Park, at the Finish Line on Mint St.

I WALK
TO SAVE LIVES



2024 GREATER CHARLOTTE HEART WALK

ROUTE INSTRUCTIONS

3 Mile Walk Instructions

The Route begins at Mint St between Romare Bearden Park and Truist Field with Romare Bearden park on your left and Truist Field on your right.

Walk participants will continue south on Mint Street for 0.05 miles, Turning left onto West MLK JR BLVD.

Continue east on West MLK JR BLVD for 0.21 miles.

Turn right onto Tryon St and continue south for 1.00 mile.

On the corner of Tryon St and Park Avenue, walk participants should turn right onto Park Avenue. Continue heading West on Park Avenue for 0.33 miles.

On the corner of Park Avenue and Mint Street, walk participants should turn right onto Mint Street. Continue heading North on Mint Street for 0.31 miles.

Turn right on Bland Street and continue straight for 0.21 miles.

At the intersection of Bland Street and Winnifred Street, turn left on Winnifred Street and continue straight for 0.22 miles. Turn left onto Carson Blvd and continue straight for 0.19 miles.

At the corner of Mint Street and Carson Blvd, turn right on Mint Street and continue straight for 0.56 miles.

The Route concludes at Romare Bearden Park, at the Finish Line on Mint St.

The 3 mile walk is handicap accessible and volunteers will be on hand to direct guests. If you have any additional questions, please contact our team at GreaterCharlotte@heart.org.

Survivor Walk Instructions (1 mile)

The Route begins at Mint St between Romare Bearden Park and Truist Field with Romare Bearden park on your left and Truist Field on your right.

Walk participants will continue south on Mint Street for 0.05 miles, Turning left onto West MLK JR BLVD.

Continue east on West MLK JR BLVD for 0.12 miles.

Turn right onto South Church Street and continue south for 0.16 miles.

On the corner of South Church Street and West Brooklyn Village Avenue turn right. Continue on West Brooklyn Village Avenue for 0.11 miles.

On the corner of West Brooklyn Village Ave and Mint Street, walk participants should turn right onto Mint Street. Continue heading North on Mint Street for 0.21 miles.

The Route concludes at Romare Bearden Park, at the Finish Line on Mint St.

The Survivor Walk is handicap accessible and volunteers will be on hand to direct guests. If you have any additional questions, please contact our team at GreaterCharlotte@heart.org.



For additional information regarding the Heart Walk, please visit CharlotteHeartWalk.org and click on “More Details” on the left side of your page.

Where do the proceeds go?

Donations raised for the Greater Charlotte Heart Walk will go to the American Heart Association, funding life saving heart disease and stroke research, community programs, and advocacy efforts. For more information on the American Heart Association, visit Heart.org.

How long is the walk?

The Heart Walk route is 3 miles long. There is also a 1-mile route available for our survivors and beginner walkers. Water will be available along the route and in Heart Walk Village.

Where do I turn in money?

Cash and check donations will not be accepted at the Heart Walk. Please contact your American Heart Association staff partner or Heart Walk Coach to turn in money prior to the event date. Donations will be accepted before, during (online donations only) and after the Heart Walk.

How do I get a T-Shirt?

Individuals who raise \$100 or more can redeem their points through the Rewards Center found on the Heart Walk website. T-shirts and prizes will be mailed directly to the individual after ordering.

Where do I park?

Parking will be available throughout the uptown area in any of the public parking garages and surface lots at the participant’s expense. Additionally, the LYNX blue line stops at the Convention Center or the LYNX gold line stops where Mint and Trade streets meet. These stops are a short walk to Romare Bearden Park.

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