



American Stroke Association.
A division of the American Heart Association.

CycleNation™



RIDE THE REVOLUTION.

EVENT EXPERIENCE GUIDE

CycleNation.org/NYC

For 100 years the American Heart Association has made a profound impact through bold moves.

Throughout the past century, the American Heart Association has recognized that we're all tied to heart disease and stroke in some way, and we must change that. With your help, we can keep working to ensure all people can enjoy longer, healthier lives.

Healthy for Good Sponsors

Live Fierce. Be Well. Sponsor



Campaign Sponsor



Event Sponsors

All Generations Entertainment

- Barclays
- Capital One
- Davis Polk
- Fried Frank
- JLL

JRM Construction

- JT Magen
- Structure Tone
- Turner & Townsend
- WB Wood



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Doors open- 5pm
1st ride session- 5:30pm
2nd ride session- 6:45pm
Awards Ceremony- 7:50pm
Happy Hour- 8pm-9pm

*music, event games, photobooth, hors d'ouvres & drinks will be available throughout the event

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WB Wood

**REGISTER
T O D A Y !**

CycleNation.org/NYC

Alyssa D'Agosto
Alyssa.dagosto@heart.org | 718-702-4569





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The theme this year for CycleNation is...

THROUGH THE YEARS!

As we celebrate our Centennial Year, we want to highlight the last 10 decades that the American Heart Association has been around. We encourage your teams to dress up and decorate your bikes as your favorite decade.

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WHAT TO EXPECT ON EVENT DAY:

- **REGISTRATION:** Red Carpet Riders will have the opportunity to have special registration privileges including a swag bag, event t-shirt, and VIP Concierge!
Brought to you by
Barclays
JLL.
- **BRAIN GAMES:** While you're not riding, there are activities on site including a putting green, giant Jenga, painting, warm up & cool down stations for you to enjoy with your team!
Brought to you by
Davis Polk,
Structure Tone,
WB Wood
- **SWEATY SELFIES:** A photobooth will be available for you to enjoy on event day, make sure to take your teams sweaty selfies!
Brought to you by Capital One.
- **HANDS ONLY CPR:** Learn this lifesaving skill while you ride, practice on our mannequins & teach your friends how two steps can help you save a life.
Brought to you by
CBRE
- **HYDRATION STATIONS:** Keeping you healthy and well hydrated while you ride!
Brought to you by
JRM Construction
- **AWARDS:** Bring your A-game on event day for a chance to win awards (and bragging rights!)
Brought to you by
Fried Frank
- **Entertainment:** Enjoy music and dance along with our DJ & photobooth to bring the memory home with you!
Brought to you by
All Generations Entertainment

REGISTER
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#WHY WE RIDE

Customize your personal fundraising page with the story of why you feel driven to participate.

Are you riding in honor of someone? Share your personal story about that person.

Specific details create motivation — and your donors will have a more personal connection to your cause.

Tribute Bike & Survivor Bike

Our amazing sponsors have provided us the opportunity to have a bike to remember and honor those those we have lost, as well as a bike to honor those who have survived. On event day, participants will be able to write a message of "Why I Ride"

Brought to you by Turner & Townsend & JT Magen

WHY DO YOU RIDE?



RIDER TYPES



RED CARPET RIDERS

WHO DO YOU WANT TO HONOR ON EVENT DAY?

Our Red Carpet Riders are an elite group of fundraising teams who have collectively fundraised \$10,000 or more.

Each Red Carpet Rider can ride in honor of someone- a survivor, a family member who they have lost, or themselves. Each person who is honored will have a photo and short biography presented on event day.

The Red Carpet Riders will be given special event day privileges including a Concierge, branded swag including towels, water bottles, and fans to make their ride enjoyable.

Each team will also be given an NYC CycleNation shirt to wear for their Sweaty Selfie and will be escorted to the bike of their choice by the cheer squad!

Sounds pretty sweet, right?

TOP RIDERS

All participants that individually fundraise \$1,000 or more will be a Top Rider and receive a Top Rider medal on event day!

Encourage your team members to be a Top Rider for awesome photo ops!

EXECUTIVES WITH HEART

Give/Get \$5,000 to be part of the Initiative

P E D A L W I T H P U R P O S E

NOW MORE THAN EVER, YOUR SUPPORT IS NEEDED.

By raising funds to support the American Heart Association | American Stroke Association, you are contributing to, witnessing, and progressing life-saving research.

GET IN GEAR AND RAISE \$1,000

Raising \$1,000 qualifies you as a Top Rider! Qualifying participants will receive an *EXCLUSIVE TOP RIDER MEDAL* in addition to other benefits!

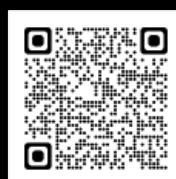
Show your commitment and contribute	\$100
Ask one person to match your personal contribution	\$100
Take 10 minutes and send 10 emails to friends and family	\$200
Send a letter to your holiday card mailing list and invite friends to contribute	\$100
Ask one person to raise \$100 on your behalf	\$100
Ask your vendors and suppliers (barber/dry cleaners/banker/dentist)	\$100
Ask people who have been personally affected by heart disease or stroke	\$100
Ask your five best friends for \$20 each	\$100
Ask people who have asked you for donations in the past year	\$100
TOTAL	\$1,000



Funding from the **AHA** helped launch the careers of many of this country's most prominent cardiovascular and brain scientists, including **14 Nobel prize winners**.

Last year, the AHA funded **598 new research** projects totaling **\$135.8 million**. Unfortunately, **2 out of 3** applications received could not be funded.

Scan the QR Code to listen to a survivor story here:



W H Y C Y C L E N A T I O N

TOOLS YOU CAN USE



DOWNLOAD THE CYCLENATION APP FOR EASE OF USE AND REGISTERING YOUR TEAMS, UTILIZE THE MOVE MORE CHALLENGE, & MORE!



THERE'S
AN APP
FOR
THAT!

Download the CycleNation App to Join the Move More Activity Challenge – available March 9th and kick off your fundraising.

Keep an eye on your leaderboard. Top movers and fundraisers will be recognized!

MOVE MORE, **RAISE FUNDS**

MY PERSONAL IMPACT GOALS

Total Raised:

\$ _____

Teammates to Recruit:

I Ride For:

“SET IT AND FORGET IT” MESSAGES

Pre-written Emails, Text Messages or Social Media posts makes it easy for your friends and family to support you and our mission with a donation!

MOVE MORE ACTIVITY CHALLENGE

You can now track your minutes of exercise and participate in fun activity challenges right from your phone through the CycleNation app!



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FAQs

What is the fundraising minimum for my team?

Standard Bikes- \$5,000
VIP Bikes/Red Carpet Riders- \$10,000

Will there be water, towels and food available?

Water and snacks will be available during ride times. Towels will be given to teams who fundraise \$10,000 or more. Happy Hour to follow will have hors d'ouvres and open bar available.

Will there be activities for me to do when I'm not riding?

Yes! We will have a Strokes for Stroke activation, games, painting, a Tribute Wall, photobooth and more!

Will there be a place to store my stuff while I'm riding?

We recommend packing light and storing your stuff next to your team's bike! We will do our best to accommodate large items.

Will there be any awards after the ride?

Bring your team spirit- there will be awards for Most Team Spirit, Top Fundraisers, and more!

How will I know my bike number and ride time?

Your AHA partner will reach out to you prior to event day and you can check in with the registration table upon arrival.

What do I wear to CycleNation?

Comfortable, light clothes, sneakers or spin shoes if you have!

Will I be able to ride if I haven't trained or done stationary cycling before?

Yes! The event is meant to be attended by all fitness levels!

Can I bring my kids? What about a friend or spouse who isn't riding?

Space is limited so we ask for only those who are riding on event day to attend CycleNation. The space is not child-friendly so we ask to please leave your kiddos at home!

Who can I reach out to for questions?

Contact your AHA Staff Partner, Alyssa D'Agosto-
Alyssa.dagosto@heart.org
718-702-4569

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