



American Heart Association®

# Wall Street Run & Heart Walk™



## 2024 EVENT EXPERIENCE GUIDE



**THURSDAY, MAY 16, 2024**

Festival at 5:00PM ❤️ Brookfield Place Waterfront

Starting Line Opening Ceremony at 6:30PM ❤️ Warren & Greenwich Intersection

Run/ Walk at 6:45PM ❤️ Warren & Greenwich Intersection

We look forward to having you join us at our Centennial Celebration. Thank you for your support of our mission to be a relentless force for a world of longer, healthier lives as we look to make an even larger impact in our next 100 years!

**THANK YOU TO OUR PLATFORM SPONSORS**

**Brookfield**



**Scotiabank**



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## THANK YOU TO OUR SPONSORS

### Healthy For Good Sponsors

**Brookfield**



### Live Fierce. Be Well. Sponsor



### Presenting Sponsor



### Signature Sponsor



### Campaign Sponsors

JPMORGAN CHASE & CO.

PAUL  
HASTINGS

### Event Sponsors

**AON**

BNY MELLON



**CBRE**



CLEARY GOTTLIB

CUSHMAN &  
WAKEFIELD

EASTDIL  
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## CHAIR WELCOME



### **MICHAEL KRUSE**

*CHIEF EXECUTIVE OFFICER OF  
SCOTIABANK U.S. AND HEAD OF U.S.  
GLOBAL BANKING AND MARKETS  
SCOTIABANK*

On behalf of the American Heart Association, this year's Executive Leadership Team and NYC Heart Challenge Chair, Michael Kruse, thank you for your participation in the 44th Annual Wall Street Run & Heart Walk. It has been an honor to serve as your 2024 Chair during the American Heart Association's Centennial Celebration for this campaign to improve the health and wellbeing of all living and working in New York City.

This year is extra special because it's the American Heart Association's 100th birthday! By joining Heart Walk, YOU can be a part of the second century of saving lives, advancing health and hope for everyone, everywhere.

We have remained committed alongside the Association and its network of millions of volunteers to raise awareness and prioritize the health and wellness of our community. This year alone in NYC, we have educated thousands of individuals in the lifesaving skill of Hands-Only CPR and hosted countless information sessions on nutrition, mental wellbeing, diversity, and overall heart health through Heart Challenge. Together, we can celebrate the impact we have made by uniting around this cause – improving the health and wellness of all New Yorkers!

The Wall Street Run & Heart Walk is about so much more than a one-day fundraiser. This campaign and the American Heart Association's mission allow us to celebrate the hard work that has been done all year long to educate on overall health, give back to thousands of community members in need, and prioritize our own personal physical and mental well-being. Please keep this in mind when you join us May 16th and be proud knowing that you have truly made a life-saving difference.

Whether you are a survivor, caregiver, healthcare provider, sponsor, donor, or running/walking for your own heart health—we thank you for your support! It's time to get our hearts in motion and come together as one relentless force to show that WE RUN NYC!

We look forward to seeing you at the start line!



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**THANK YOU TO OUR 2024 NEW YORK CITY  
HEART CHALLENGE EXECUTIVE LEADERSHIP TEAM**



**Michael Kruse**  
Chief Executive Officer of  
Scotiabank U.S. and Head of  
U.S. Global Banking and  
Markets  
Scotiabank  
2024 Heart Challenge Chair



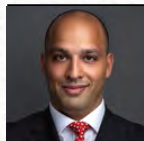
**Linda Foggie**  
2024 Co-Chair  
CycleNation  
2023 Heart Challenge  
Chair Emeritus



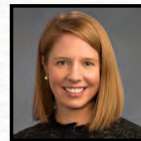
**John Robbins**  
Country Managing Director,  
USA and North America Head  
of Real Estate  
Turner & Townsend  
2024 Co-Chair CycleNation



**David Arthurson**  
Executive Director, Financial  
& Strategic Investors Group  
Standard Chartered Bank



**Alireza Esmailzadah**  
Executive Vice President,  
Head of Asset Management,  
Retail  
Brookfield



**Emily Schlosser**  
Chief Operating Officer  
for Pershing  
BNY Mellon



**Fredric Cibelli**  
Principal  
EY



**Edward Faccio**  
Partner  
PwC



**Karen Silverman**  
Partner, Northeast Financial  
Services  
KPMG LLP



**Rob Dias**  
Managing Director - Global  
Head of Prime Services and  
Collateral Management &  
Funding  
Scotiabank  
2024 Executives with Heart  
Co-Chair



**Genevieve Gimbert**  
Lead Client Partner  
PwC



**Ian Wildenborg**  
Partner  
KPMG LLP



**Toby Dodd**  
President, Northeast Region &  
Latin America  
Cushman & Wakefield



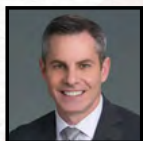
**Jamie Lee**  
Managing Partner  
Tamarack Global  
2024 Centennial Legacy  
Circle Co-Chair



**Paul Zummo**  
Chief Investment Officer,  
Alternative Asset Management  
JP Morgan



**Jamie Ertle**  
Executive Managing Director,  
Global Occupier Services  
Cushman & Wakefield  
2023 Heart Challenge Chair  
Emeritus



**Craig Laurie**  
Managing Partner, Capital  
Markets  
Brookfield  
2024 Executives with Heart  
Co-Chair



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## SAVE LIVES AND EARN CENTENNIAL 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 exclusive, Centennial 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!

**Log in to your Heart Walk HQ on PC or HW App on mobile to visit your Rewards Center.**

### Achievement Levels

<b>\$100 Hero</b> + 100 Points Total Points = 100	<b>\$250 Medalist</b> + 100 Points Total Points = 200	<b>\$500 Warrior</b> + 100 Points Total Points = 300	<b>\$1,000 Life Saver</b> + 100 Points Total Points = 400	<b>\$2,500 Advocate</b> + 100 Points Total Points = 500	<b>\$5,000 Champion</b> + 100 Points Total MAX Points = 600

### Choose items from our reward center:

<b>CENTENNIAL T-SHIRT</b> 	<b>HEALTHY COOKBOOK</b> 	<b>BUCKET HAT</b> 	<b>INFANT CPR TRAINING KIT</b> 	<b>ADIDAS QUARTER ZIP</b> 
<b>\$100 Hero</b>	<b>\$250 Medalist</b>	<b>\$500 Warrior</b>	<b>\$1,000 Elite Club*</b>	<b>\$5,000 Executive with Heart*</b>

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**\*In addition to event day recognition**

### Exclusive Team Captain Rewards

<b>2024 Coach Jersey</b> Awesome, you registered early!	<b>Coach Fahrenheit Trucker Hat</b> Awesome, your team raised \$1000!	<b>EST. 1924 Coach Long Sleeve White Tee</b> Earn this when your team raises \$2500 dollars.	<b>EST. 1924 Champion Red Anorak</b> Earn this when your team raises \$5000 dollars.

Please note that the 2024 Coach Jersey is only available for Team Captains that registered BEFORE February 22. All rewards are redeemable up to 6 weeks post-event. For further questions, please contact your Association Staff Partner, or email support staff at [nycheartwalk@heart.org](mailto:nycheartwalk@heart.org).



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## MORE WAYS TO FUNDRAISE!

Want to make an even bigger impact and share your fundraiser? Connect to your Facebook or get the Heart Walk App to connect with others through social media, email, and text!

### Get the Heart Walk Mobile App

Our app has everything you see here, and more. Connect with others through social media, email, and text, manage your pages, and even deposit checks!



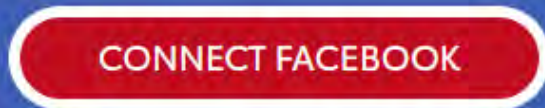
### HOW TO FACEBOOK FUNDRAISE:



- STEP 1:** Register at [www.heartwalknyc.org](http://www.heartwalknyc.org)
- STEP 2:** Go to 'MY DASHBOARD'
- STEP 3:** Scroll down & click 'CONNECT TO FACEBOOK FUNDRAISER'
- STEP 4:** Enter your Facebook login info
- STEP 5:** Start fundraising!



Just one quick thing  
before you go...



It's THE fastest way to  
get donations.



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## PRE-EVENT BIB PICKUP

The American Heart Association will be hosting bib pickups at our midtown office for **TEAM CAPTAINS and COMPANY LEADERS ONLY.**

- ♥ We ask that **ONE person** per team picks up and coordinates distribution with their team members.
- ♥ Only participants who registered **ON or BEFORE May 2nd, or once sold out**, will be included in this bib bundle pickup.
- ♥ If your team/ company bibs are not picked up pre-event, they will be at the Registration Tent on event day, starting at 12pm. The bibs will not be sorted by team or company, but by individual's last name
- ♥ All guests must be registered in advance to enter the building and show ID upon arrival.
- ♥ Please contact your Association staff partner or reach out to [nycheartwalk@heart.org](mailto:nycheartwalk@heart.org) to arrange your pickup.

### OFFICE LOCATION

10 E 40th St, 11th Floor  
New York, NY 10016  
(between 5th and Madison)

### PICKUP DATE OPTION 1

MONDAY, MAY 13  
10:00AM-6:00PM

### PICKUP DATE OPTION 2

TUESDAY, MAY 14  
10:00AM-6:00PM

### PICKUP DATE OPTION 3

WEDNESDAY, MAY 15  
10:00AM-6:00PM

The following companies will be distributing bibs at their offices for employees registered on or before May 2nd, and **DO NOT** need to arrange pickup:

- Bank of America/ Merrill Lynch
- BNY Mellon
- Brookfield
- Capital One
- CBRE
- Citi
- Cushman & Wakefield
- Edward Jones
- EY
- Goldman Sachs
- JP Morgan
- KPMG
- Medidata
- Morgan Stanley
- Mount Sinai
- NYU Langone
- Pfizer
- PWC
- S&P Global
- Scotiabank
- Standard Chartered Bank
- TD Securities
- Turner & Townsend
- Weil, Gotshal & Manges

## EVENT DAY BIB PICKUP

Any team captain or individual participant who has not picked up their bib by event day can do so at the Registration Tent (alphabetized by individual) on the festival grounds.

### REGISTRATION TENT

Thursday, May 16th 12:00-6:00PM  
Brookfield Place Waterfront Festival  
200 Vesey Street, New York, NY 10281



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## EVENT DAY

### Bib PICKUP

12:00 PM - 6:00 PM

Registration Tent on Upper Plaza  
Brookfield Place Waterfront Plaza

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### T-Shirt PICKUP for Those That Raised Over \$100

12:00 PM - 6:00 PM

T-Shirt Tent on Lower Plaza  
Brookfield Place Waterfront Plaza

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### Heart Walk Festival

5:00 PM - 8:00 PM

Brookfield Place Waterfront Plaza

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### Bag Check

5:00 PM - 8:00 PM

\*Free\* to all participants!  
Brookfield Place Waterfront Plaza near  
Belvedere Park in the Northwest Corner

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### Team Photos\*

5:00 PM - 6:00 PM, 7:00 PM - 8:00 PM

Option 1: Winter Garden inside Brookfield Place  
Option 2: Torch statue located on Brookfield Place Waterfront Plaza

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*\*Team Photos must be  
booked with AHA staff and  
must meet specific  
requirements*

### Runners & Walkers Line Up

6:15PM

**RUNNERS:** On Warren Street between West Side  
Highway and Greenwich Street

**WALKERS:** On Greenwich Street between Murray  
and Warren Street

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### Opening Ceremonies

6:30PM

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### Start for Runners, Walkers Follow

6:45PM

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### Awards Ceremony & Hospital Cup

7:30PM

Top 3 male and female finishers will be awarded  
Festival at Brookfield Place Waterfront Plaza





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## T-SHIRT PICKUP

All registered participants who raise \$100, including the base entry, will receive the official 2024 Wall Street Run & Heart Walk t-shirt on the day of event (unless participant stated no t-shirt requested during registration). The shirt will be available for pick up- alphabetized by individual.



### T-SHIRT TENT

OPEN FOR PICKUP: 12:00PM to 8:30PM

LOCATION: Wall Street Run & Heart Walk Festival, T-Shirt Tent on Lower Plaza  
Brookfield Place Waterfront Plaza

**PLEASE NOTE: ON EVENT DAY, AT THE T-SHIRT TENT, APPROACH THE LINE ALPHABETICALLY ACCORDING TO LAST NAME TO RECEIVE YOUR EVENT DAY SHIRT.**



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## FESTIVAL ACTIVITIES

### Healthy for Good Sponsors

## Brookfield

### WELCOME TO THE FESTIVAL AREA



"Eat Smart" - Welcome to the Wall Street Run & Heart Walk Festival! Enjoy your post run/walk with water, fruit, and snacks along with recipes you can use to add more color to your diet!



### COOL DOWN WITH CITI



"Be Well" - Cool down post-run/walk and enjoy a cool down treat post race while learning tips on how to unwind and manage stress.



### HEALTH SCREENING & WARM UP



Always make sure to warm up for activity by knowing your numbers and stretching. Join us for Blood Pressure screenings in the Heart Walk Festival and a pre-run/walk warm up at Start Line!





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## FESTIVAL ACTIVITIES

Live Fierce. Be Well. Sponsor



### ELITE CLUB EXPERIENCE



Did you fundraise over \$1,000 for the Wall Street Run & Heart Walk? Stop by our Elite Tent Club and grab your exclusive items!



### Signature Sponsors



### CHECK YOUR BAGS "F.A.S.T."



Check your bags at the Heart Walk Festival and learn the F.A.S.T. stroke warning signs. You might just save a life!

<b>CHECK YOUR BAG</b>			
<b>F.A.S.T.</b>			
Face Drooping	Arm Weakness	Speech Difficulty	Time to Call 911

Learn more and share with your loved ones the four F.A.S.T. stroke warning signs by [clicking here](#).



### Heart in the Community



Learn the lifesaving skill of hands-only CPR and more about the work the Association is doing in the NYC community.





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## FESTIVAL ACTIVITIES

### Campaign Sponsors

#### JPMORGAN CHASE & CO.

##### **GIVING GRATITUDE**

Attendees are invited to contribute names of the people and things that serve as the heartbeat of their gratitude, symbolizing the profound impact of gratitude on our lives and the power of community support.



*Giving Gratitude can greatly improve your mental health! [Click this link](#) to learn more about giving gratitude and its benefits.*

#### PAUL HASTINGS

##### **KNOW YOUR NUMBERS**

View your timing results by scanning the QR code in the Heart Walk Festival Area and know your numbers by learning about the Association's Life's Essential 8.



*Learn more about the **American Heart Association's Life Essential 8** to improve cardiovascular health by [clicking here](#).*



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## FESTIVAL ACTIVITIES

### EVENT SPONSORS



#### SURVIVOR EXPERIENCE



Are you a survivor? Stop by the survivor tent to pick up your exclusive survivor cap. Drop a ball in the acrylic container to be recognized as a Heart Hero!



#### PHOTOGRAPHY SPONSORED BY



#### NATION OF LIFESAVERS LANE SPONSORED BY

CLEARY GOTTLIEB

*Nation of Lifesavers Lane recognizes those who have performed Hands-Only CPR to save a life, or those who have been saved by Hands-Only CPR.*

#### TRIBUTE CUBE SPONSORED BY



Share your reason *WHY* you Run/Walk by dedicating a special message.

#### HYDRATION STATIONS SPONSORED BY



#### T-SHIRT TENT SPONSORED BY



#### MILE MARKERS SPONSORED BY





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## BAGGAGE SECURITY

**Bag check is provided free of charge for all Wall Street Run & Heart Walk participants. It is located on the Brookfield Place Waterfront Plaza near Belvedere Park in the Northwest Corner of the Heart Walk Festival area.**

- Backpacks **are NOT** allowed at the event site or on the route.
- Participants will not be allowed to carry ANY bags on the route.
- If you wish to check a bag at the race, you will be given a clear drawstring bag to empty the contents of your bag into.
  - The bag dimensions are 16 (w) x 18 (l) with a 4 inch gusset (depth).
  - All contents and your personal bag must fit within the clear plastic bag. When you arrive to the bag check you will get a bag check number to affix to the clear bag and one to affix to your bib. Please make sure the label is stuck securely to your bib.
- There will be security guards at baggage; however, participants are advised not to bring any valuables, as security cannot be guaranteed. The American Heart Association and Eventage are not responsible for any lost, stolen or damaged items. We strongly advise participants not to bring laptops or electronics to the event.
- Each participant bag will be visually inspected at the baggage area.
- If you try to check anything other than the clear bag, you will be required to empty the contents, roll up the personal bag and place all items in the provided clear bag.
- Post-race, Runners and Walkers will receive their bag from staff and security. No participants will be permitted to enter the baggage area.

*Bag Check Sponsored by*





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## JIMMY LEE START LINE

### IMPORTANT NOTICE: MAJOR CONSTRUCTION NEAR START AREA

Major New York City construction in the traditional start area is requiring us to continue the start operation one block north. For your safety on event day, please follow instruction of staff and volunteers so we can ensure a smooth and efficient start. More details will be available before event day.

Runners and Walkers will be permitted to line up starting at 6:00 PM. Walkers will line up down Greenwich Street and Runners will line up down Warren Street.

Volunteers will be on-site to assist with directions, and Runners and Walkers will have different color bibs in order to assist with this process.



Thank you to



for leading our Warm Up!



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# Wall Street Run & Heart Walk™



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## RUNNER START LINE

### TO THE START FROM REGISTRATION OR BAGGAGE AREA

1. Take Vesey Street toward the West Side Highway.
2. Turn left (north) on West Side Highway.
3. Turn right (east) on Warren Street to the Jimmy Lee Start Area.

## WALKER START LINE

### TO THE START FROM REGISTRATION OR BAGGAGE AREA

1. Take Vesey Street straight to Greenwich Street.
2. Turn left (north) on West Side Highway.
3. Turn right (east) on Murray Street.
4. Turn left (north) onto Greenwich Street to the Jimmy Lee Start Area.

## COURSE DIRECTIONS

1. The route begins at the Jimmy Lee Start Area (Heart Walk inflatable start-line arch) located at the Warren St. and Greenwich St. intersection.
  - a. Walkers will proceed to turn right (east) onto Warren St. to start the course
  - b. Runners will proceed to go straight (east) to continue down Warren St. to start the course.
2. Runners and walkers will turn right (south) onto Church St. and proceed down the road 7 blocks and pass the World Trade Center.
3. Runner and walkers will turn left (east) onto Liberty St. and continue down the block until they make a right turn (south) onto William St. The 1st water stop located at the corner of Liberty St. and Church St.
4. Runners and walkers will continue down William St. and pass the 1st mile marker. Then they will make a left turn onto Broad St. followed by a sharp left turn after 1 block onto Pearl St.
5. Runners and walkers will continue down Pearl St. and make a right turn (east) on John St. and turn right (south) again down Water St. There will be a 2nd water stop located at the corner of Water St. and Hanover St, as well as a 2nd mile marker at the corner of Water St. and Broad St.
6. Runners and walkers will continue straight on Water St. as it turns into State St. and Battery Pl., then they will turn left at 3rd Pl. Make a last right turn onto the Battery Park City Esplanade and head straight (north) to the finish festival area!





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## THE VIRTUAL EXPERIENCE



### GET READY!

Kick off your Heart Walk by coming together with your company, team, or family to celebrate crossing the finish line!

## RUN OR WALK WHEREVER YOU ARE

### Step 1: Plot your course

Whether you take to the streets down Main Street or through your local park, or cruise to the Statue of Liberty, find a safe 3-MILE course that you can traverse between 5/16-5/20.

### Step 2: Lace up and go!

Throw on your sneakers, grab a running or walking partner and complete the 2024 Wall Street Run & Heart Walk from wherever you are!

**\*Runners should use their preferred method of timing to record results\***

### Step 3: Runners, upload your times

On May 16th, all registered participants will receive an email with a confirmation code and instructions on how to submit their virtual race completion to Race Roster for the Digital Wall Street Run & Heart Walk. Please open this email from Race Roster and follow the instructions on how to upload your virtual result.

**Submissions will be open until Monday, May 20th at 11:59PM.**

**\*Each participant will receive a custom code for their submission\***

**\*\*Walkers DO NOT need to upload their times\*\***

### Step 4: Get social

Be sure to share your pics and tag [#WhoRunsNYC](#)! Post your bib, finisher's certificate, and pictures of your route to enter our photo contest. Tag [@AHANewYorkCity](#) on Instagram and Twitter.

FOLLOW US ON SOCIAL!

[#WhoRunsNYC](#)





American Heart Association®

# Wall Street Run & Heart Walk™



## THANK YOU

*We are so thrilled to welcome you to our annual Wall Street Run & Heart Walk as we celebrate the American Heart Association's Centennial year! We will continue taking precaution to keep you safe throughout the event and are elated to celebrate with everyone again! Whether you plan to join us downtown or get your steps in around your local neighborhood, you are crucial to the advancement of the American Heart Association's mission.*

*We thank you for your unmeasurable support! The money that our participants, teams, and companies raise directly impacts our lifesaving work and supports our community impact across NYC.*

*With Heart,  
Your New York City Heart Challenge Team*



**Meg Gilmartin**  
Senior Vice President  
Executive Director



**Jaimie Racanelli**  
Vice President, Development



**Meagan Hallworth**  
Associate Vice President



**Deepika Shivalkar**  
Development Director



**Alyssa D'Agosto**  
Development Director



**Nicole Zamarripa**  
Development Director



**Jensen Baker**  
Development Director