



American Heart Association.
Heart Walk.



2024 Greater Washington Region

HEART WALK

November 2 | The National Mall

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.

LOCALLY SPONSORED BY

Live Fierce. Be Relentless. Sponsor



Healthy for Good Sponsor



Amgen | Booz Allen Hamilton | Burness | DAVIS Construction | Deloitte
EY | KPMG | MITRE | Millennium Corporation | RSI | Verizon



Your Heart Walk **MADE EASY!**

Participating in the Heart Walk is about

**COMING TOGETHER
GETTING HEARTS PUMPING
HONORING SURVIVORS**

**RAISING LIFESAVING FUNDS
SPREADING AWARENESS
HAVING FUN ALONG THE WAY**

Heart Walk is on November 2!



START (OR JOIN) A TEAM!

Register today at www.greaterwashingtonheartwalk.org for instant access to fundraising tools and rewards. By offering flexible options for participation, we're going to reach more people than ever!



RAISE FUNDS & SAVE LIVES

Start fundraising fast with Facebook. Log into your Heart Walk HQ to connect your fundraiser and follow the steps to invite your friends, share updates and collect donations.



LET US CELEBRATE YOU!

The more funds you raise, the more points you earn to redeem for Heart Walk Hero Gear and show your support of the American Heart Association all year long!



American Heart Association
Heart Walk.

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



JAVION,
Cardiac
Arrest
Survivor

At 13, Javion collapsed during basketball practice, suffering sudden cardiac arrest. His coaches performed 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 applications
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

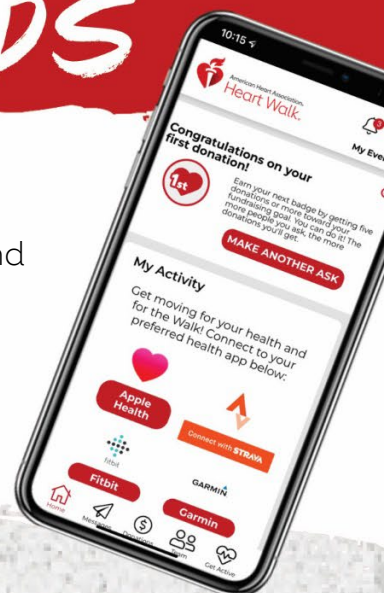




Move more, **RAISE FUNDS**

THERE'S AN APP FOR THAT!

Download the Heart Walk App to join the [Move More Activity Challenge](#) and kick off your fundraising. You now can track your minutes of exercise right from your phone! Through the Heart Walk app you'll be able to log in and start tracking **30 days before the Heart Walk event!**



MOVE MORE ACTIVITY CHALLENGE

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

"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
LOCALLY SPONSORED BY:



MY PERSONAL IMPACT GOALS

Total Raised

\$ _____

Teammates to Recruit

This year,

I WALK FOR _____



American Heart Association®
Heart Walk®

WEEK OF WELLNESS

October 28 - November 2

Exercise your mind, body and spirit during the week leading up to the Heart Walk. Find a daily dose of inspiration on the Greater Washington Region [Facebook page](#)!



MOVE MORE MONDAY OCTOBER 28

Get warmed up for the **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:



EAT SMART: HEALTHY TIPS TUESDAY OCTOBER 29

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](#)!

Locally Sponsored By:



BE WELL WEDNESDAY OCTOBER 30

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:



THANKFUL THURSDAY OCTOBER 31

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:



BEST FRIENDS FRIDAY NOVEMBER 1

Share a photo of you and your furry best friend on a walk. Be a part of our Top Dog Contest by posting a photo of your dog and tagging the Greater Washington Region [Facebook page](#) or [Instagram](#) pages using #DCHeartWalk.

Locally Sponsored By:



HEART WALK DAY! Join us **NOVEMBER 2** on the National Mall for our Heart Walk celebration. **Can't join us in-person?** Create your own start line wherever you are! Share your photos with #DCHeartWalk!

Locally Sponsored By:





HEART WALK DAY!



GET SOCIAL!

Share your WALK with the world on social media using #DCHeartWalk. Thanks to sponsor Kaiser Permanente, there are many photos stops throughout the Heart Walk festival area.

LOCALLY SPONSORED BY



KIDS ZONE!

Ready. Set. PLAY! We've got games, face painting and so much fun for the entire family!

LOCALLY SPONSORED BY



WHY DO YOU WALK?

Pick up a tribute sticker to wear while you walk and sign our Tribute Wall to celebrate WHY you're walking. What a great way to show a loved one that you are walking in their honor!

LOCALLY SPONSORED BY



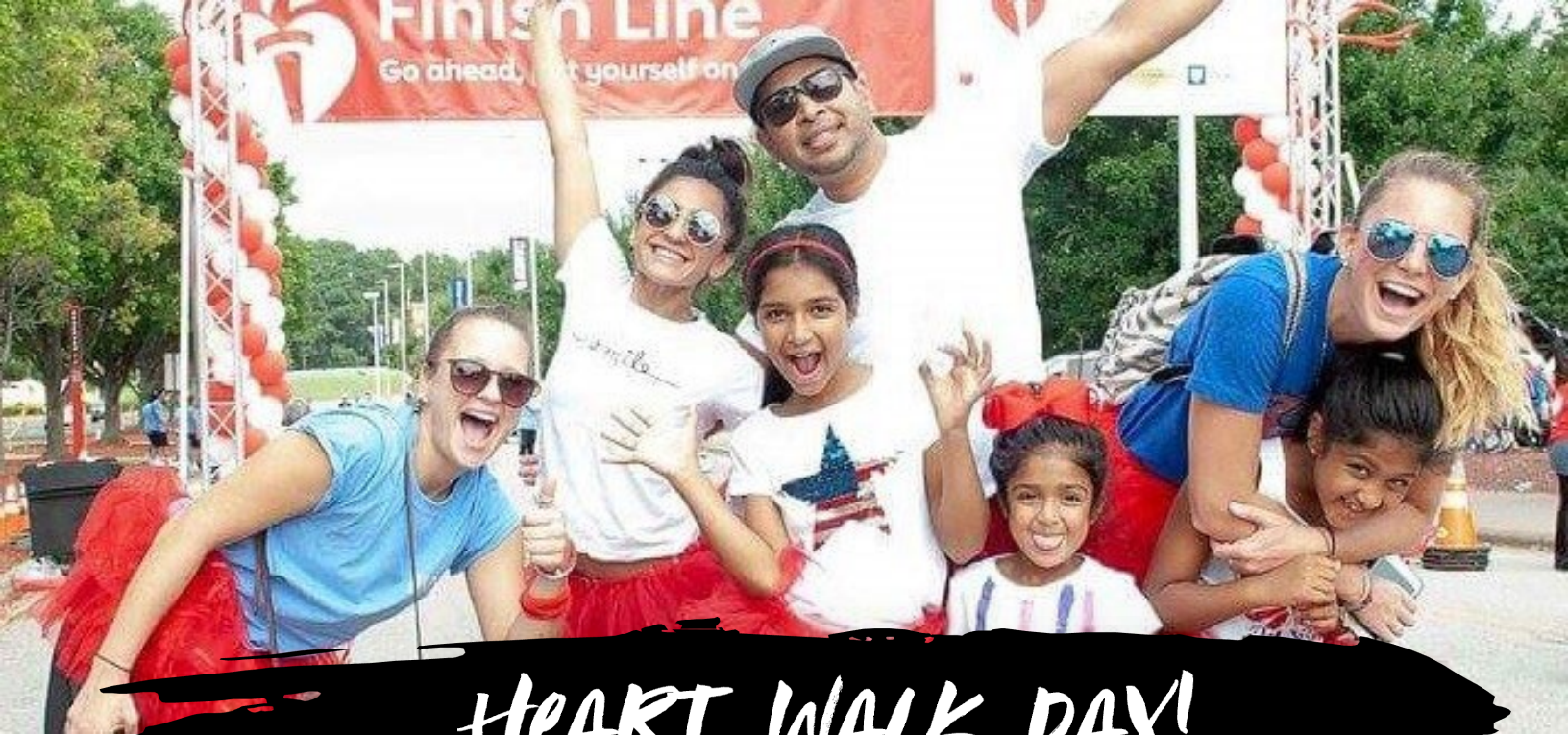
LOCALLY SPONSORED BY



CELEBRATE SURVIVORS

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 (heart) or white (stroke) ball caps to wear during the walk.

To celebrate our child Heart Heroes, we will offer special SUPERHERO CAPES for young survivors.



HEART WALK DAY!



PHOTO BOOTH!

Don't forget to swing by the photo booth to strike a pose with your friends, family and co-workers throughout the day to remember your Heart Walk experience!

LOCALLY SPONSORED BY



PET ZONE AND PARADE!

Bring your furry friends to join you for the walking route. Also, stop by the Pet Zone* for a drink and strut your stuff at the Pet Costume Parade on the Main Stage around 11:15am. *All pets must be leashed.



FINISH STRONG!

No matter where your finish line is, finish strong. Be sure to share your pics with #DCHeartWalk, cool down with us at the Main Stage with music, more fitness fun and the Pet Parade!

LOCALLY SPONSORED BY



TOP WALKERS (Raise \$1K+)

Individuals (not teams) that raise \$1,000+ will have access to the Top Walker Oasis tent, sponsored by Blake Real Estate. There will be hot breakfast and special treats for our superstar walkers! In addition to other goodies from our sponsors, get ready for outdoor winter activities with our exclusive winter hat included in the Top Walker gift bag!

LOCALLY SPONSORED BY



CELEBRATE SURVIVORS



Our **SURVIVOR 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.

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

\$2,550
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!

HEART WALK DAY!

NOVEMBER 2, 2024

WALK WITH US!

Heart Walk celebration will open at 8:30 am on the National Mall in Washington, DC. Everyone can join in for an exciting morning of movement and fun. We'll have a stage program with music, warm-ups, kids' activities and even a pet parade!

The tents and festivities are located on the National Mall between 9th and 12th streets. All tents and meet-up areas will be located between Madison Drive and Jefferson Drive.

SCHEDULE OF EVENTS:

8:30 am - Tents Open and Festivities Begin

- ♥ Team photos begin (companies have been pre-assigned times – see last page)
- ♥ Fitness fun with Laurent Amzallag presented by Kaiser Permanente

9:30 am - Opening Ceremonies

- ♥ Emcees: Jenni Chase, WASH-FM; Shirin Rajaei, FOX5 DC
- ♥ Special guest including 2024 Heart Walk Chair, Owen Billman of Blake Real Estate
- ♥ United States Armed Forces Color Guard and National Anthem
- ♥ Heart Pumping Warm-Up by Laurent Amzallag

10:00 am - Walk Steps Off (1 or 3-mile route)

- ♥ Stage festivities and tents will remain open until 11:30am

11:00 am - Cool-Down and Pet Parade

- ♥ Fitness Cool Down at 11 am with Laurent Amzallag
- ♥ Pet Parade (costume welcome!) begins at 11:15!

Throughout the day, please make sure to visit the Tribute Wall, Photo Booth, Kids Zone, Pet Zone, Coffee Station, Eat Street, and visit our CPR tent for demonstrations and more! Don't forget to also say hello to our amazing sponsors!

Event breakdown begins at 11:40 am. Please pick-up all materials from your tent.

DAY OF LOGISTICS

TRANSPORTATION

We encourage walkers to take the metro. The metro opens at 7:00 am on Saturday. The closest metro stops are Smithsonian, Archives, and L'Enfant Plaza. There is metered street parking and parking garages near the National Mall. Please note that the opening of the parking garages may vary depending on location.

Metro or ride sharing is strongly encouraged.

REGISTRATION & DONATION DROP OFF

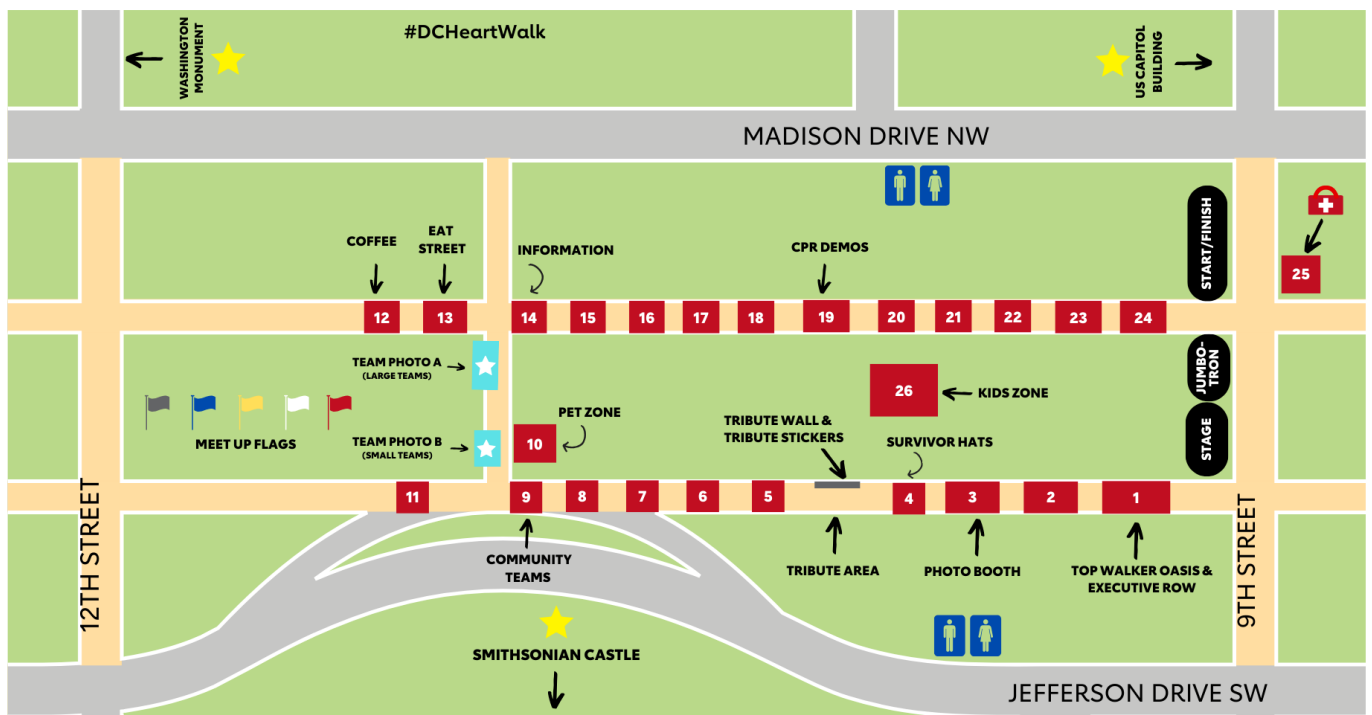
Heart Walk does not require you to check in when you arrive.

Only participants who need to turn in checks or cash donations will need to go to the donation drop off Tent #14.



- | | | | |
|-------------------------------------|--------------------------------|------------------------|------------------------|
| 1 Top Walker Oasis & Executive Row | 8 MITRE | 15 Verizon | 22 DAVIS Construction |
| 2 Kaiser Permanente | 9 Community Teams | 16 Deloitte | 23 Peraton |
| 3 Photo Booth by Sheehy Auto Stores | 10 Pet Zone | 17 KPMG | 24 Blake Real Estate |
| 4 Survivor Hats | 11 Volunteer Check-In | 18 Van Metre | 25 First Aid & Medical |
| 5 CareFirst BlueCross BlueShield | 12 Royal Cup Coffee | 19 CPR Demonstrations | 26 Kids Zone |
| 6 RSI | 13 Eat Street by Shoppers Food | 20 Booz Allen Hamilton | |
| 7 Amgen | 14 Information & Donations | 21 Leidos | |

FESTIVAL MAP

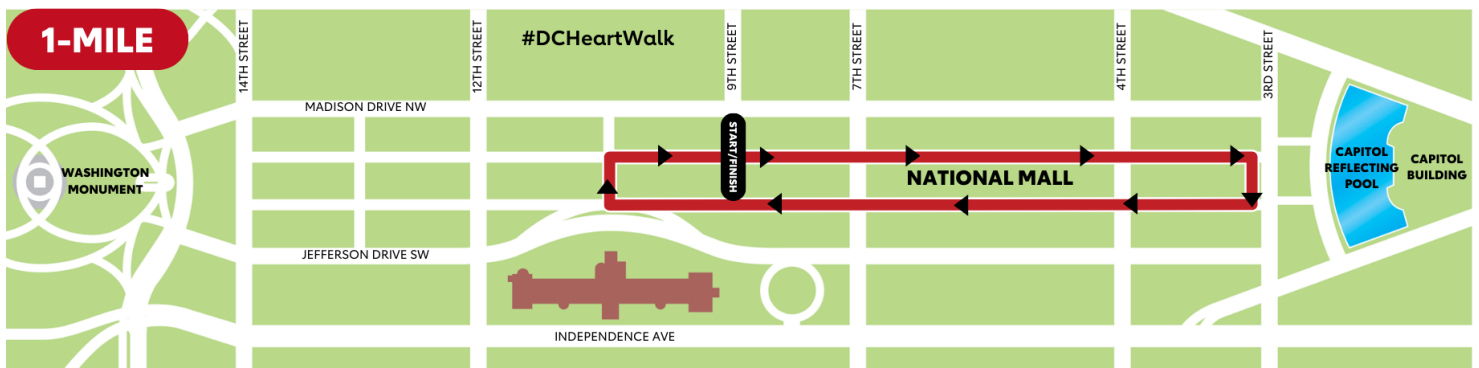


ROUTE MAP

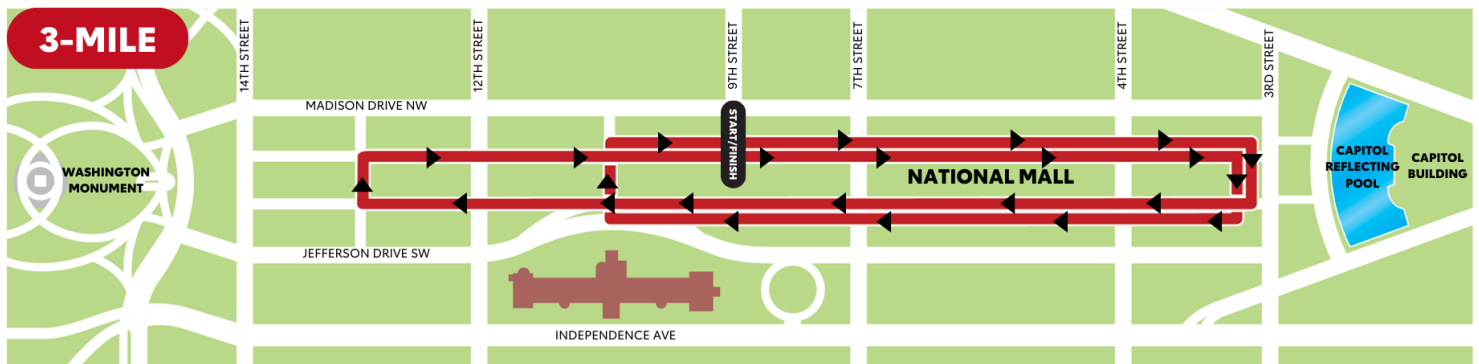
- ♥ Participants have the choice to walk the 1-mile or 3-mile course.
- ♥ Water stations will be located along the route, thanks to our Hydration Station sponsor, MITRE.
- ♥ Strollers, wheelchairs and friendly pets on leashes are welcome.
- ♥ The route map is shown below.



ROUTE MAP



START on gravel path at 9th Street, just South of Madison Drive. Proceed East and TURN RIGHT on 3rd Street sidewalk. Follow directional signs to TURN RIGHT on gravel path North of Jefferson Drive. Proceed WEST and follow directional signs to TURN RIGHT on gravel path at 10th Street. Turn right at North gravel path and proceed to FINISH.



START on gravel path at 9th Street, just South of Madison Drive. Proceed East and TURN RIGHT on 3rd Street sidewalk. Follow directional signs to TURN RIGHT on gravel path North of Jefferson Drive. Proceed WEST to 13th Street. TURN RIGHT on 13th Street gravel path. Follow directional signs to turn right on gravel path, just South of Madison Drive. Proceed East a second time and TURN RIGHT on 3rd Street sidewalk. Follow directional signs to TURN RIGHT on gravel path North of Jefferson Drive. Proceed WEST and follow directional signs to TURN RIGHT on the gravel path at 10th Street. Turn right at North gravel path and proceed to FINISH.

TENTS & FESTIVITIES

FOOD AND DRINK

♥ There will be water, fruit, and light snacks for all participants provided by Shoppers Food at Eat Street in Tent #13 and Coffee provided by Royal Cup Coffee in Tent #12.

TRIBUTE AREA

♥ Heart Disease & Stroke survivors: Pick up red hats (Heart Disease) and white hats (Stroke) and capes for kids in Tent #4, sponsored by Booz Allen Hamilton.

♥ Pick up a tribute sticker to wear while you walk, located between Tent #4 and #5, sponsored by CareFirst BlueCross BlueShield.

♥ Make sure to stop by to sign our Tribute Wall to celebrate WHY you're walking, located between Tent #4 and #5.

WHAT TO DO

♥ If you need assistance, ask one of our volunteers wearing yellow badges, sponsored by RSI, or visit the Volunteer Tent in Tent #11.

♥ If you need medical attention, please visit Tent #25.

♥ Take a selfie; post your photos on Instagram and Twitter/X and visit various photo stops throughout the festival thanks to sponsor, Kaiser Permanente #DCHeartWalk.

♥ Play at the Kids Zone sponsored by Van Metre. There will be a variety of fun activities as well as face painting in Tent #26.

♥ Stop by Sheehy Auto Stores' tent to take a picture in the Photo Booth in Tent #3.

♥ Visit Executive Row showcasing our Executives with Heart, sponsored by Leidos outside Tent #1.

♥ Strike a pose and take a picture in our giant life-size picture frames sponsored by Kaiser Permanente, located along the gravel path in the middle of the festival area. Be sure to share with your friends on social media using #DCHeartWalk.

♥ Stop by the CPR Demonstrations tent for more information on our life-saving mission and to learn Hands-Only CPR thanks to DC Fire and EMS volunteers in Tent #19.

♥ Your four-legged friend will have a "ball" when you visit the Pet Zone #10.

♥ Top Walkers (those who raise \$1,000 or more) should stop by the Top Walker Oasis tent sponsored by Blake Real Estate to pick up a thank-you gift from the American Heart Association, Tent #1.

♥ For our survivors, we want to cheer you on through the finish line at our Survivor Lane.

TEAM PHOTOS

TEAM PHOTOS, sponsored by Deloitte

♥ If your company leader requested a group picture, please arrive at the Team Photo area 5-10 minutes prior to your assigned time slot. The Team Photo schedule is below.

♥ Please post your personal Heart Walk pictures and tag us by using #DCHeartWalk.

♥ If you do not see your company listed below, Team Photo B Location will also be open between 8:30 – 10:00 am for walk-ins.

Times for Team Photo A Location	Times for Team Photo B Location
8:30 am Kaiser Permanente	8:30 am Accenture
8:40 am AT&T	8:35 am VHC Health
8:45 am Deloitte	8:40 am AHA Advocacy Office
8:50 am Inova	8:45 am EY
8:55 am DAVIS Construction	8:50 am Digney York
9:00 am Blake Real Estate	8:55 am Unanet
9:05 am Leidos	9:00 am Brookfield Properties
9:10 am KPMG	9:05 am DMI
9:15 am Van Metre	9:10 am MITRE
9:20 am Peraton	9:15 am Shoppers Food
9:25 am Booz Allen Hamilton	9:20 am RSI
9:30 am SAIC	9:25 am EAB
9:35 am CareFirst BCBS	9:30 am Equinix
9:40 am Johns Hopkins Medicine	9:35 am Amgen
	9:40 am Exelon
	9:45 am Verizon
	9:50 am ACT-IAC