



American Heart Association®

Wall Street Run & Heart Walk™

2023 EVENT EXPERIENCE GUIDE



THURSDAY, MAY 18, 2023

Heart Walk Festival at 5:00PM ♥ Brookfield Place Waterfront

Start 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. Thank you for your support of our mission to be a relentless force for a world of longer, healthier lives.



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THANK YOU TO OUR HEALTHY FOR GOOD SPONSORS

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CO-CHAIR WELCOME



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GLOBAL HEAD OF
REAL ESTATE OPERATIONS
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JAMIE ERGLE

EXECUTIVE MANAGING DIRECTOR,
ACCOUNT MANAGEMENT
CUSHMAN & WAKEFIELD

On behalf of the American Heart Association and this year's Executive Leadership Team, we thank you for your participation in the 43rd Annual Wall Street Run & Heart Walk. It has been great to serve as your 2023 Co-Chairs for this campaign to improve the health and wellbeing of all living and working in New York City.

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 New York City, we have educated thousands of individuals in the lifesaving skill of Hands-Only CPR and hosted countless information sessions on nutrition, mental well-being, 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!

Heart Challenge and the Wall Street Run & Heart Walk are 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, support our most under-resourced communities, and prioritize our own personal physical and mental well-being. Please keep this in mind when you join us May 18th 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!

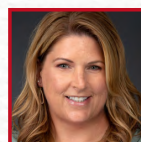


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**THANK YOU TO OUR 2023 NEW YORK CITY
HEART CHALLENGE EXECUTIVE LEADERSHIP TEAM**



Linda Foggie
Global Head of
Real Estate Operations
Citigroup, Inc.
2023 Heart Challenge Co-Chair



Jamie Ergle
Executive Managing Director,
Account Management
Cushman & Wakefield
2023 Heart Challenge Co-Chair



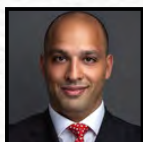
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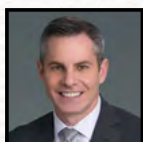
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Senior Vice President of
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*2023 Executives with
Heart Chair*



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Chief Communications Officer
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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!

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

Achievement Levels

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

See below for examples of the awesome prizes you can redeem & head to the website to see more!



Juniors' Healthy Heart Tee

100 Points



Heart & Torch Pop Socket

200 Points



Alternative Vintage Jersey
Keeper Hooded Pullover

400 Points



Men's North Face®
Ridgeline Vest

600 Points

Exclusive Team Captain Rewards

Hey coach, special rewards will unlock just for you as your team reaches fundraising milestones. Go ahead and add these to your Hero Gear!



2023 Coach Jersey
Awesome, you registered early!



Premium Coach Visor
Earn this when your team raises \$1000 dollars.



Premium Long Sleeve Tee
Earn this when your team raises \$2500 dollars.



Weatherproof Vintage
Diamond Quilted Vest
Earn this when your team raises \$5000 dollars.

Please note that the 2023 Coach Jersey is only available for Team Captains that registered BEFORE February 24. 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.



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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
- 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...

CONNECT FACEBOOK

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.
- ♥ 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 nyheartwalk@heart.org to arrange your pickup.

OFFICE LOCATION

11 E 39th St, 11th Floor
New York, NY 10016
(between 5th and Madison)

PICKUP DATE OPTION 1

TUESDAY, MAY 16
9:00AM-6:00PM

PICKUP DATE OPTION 2

WEDNESDAY, MAY 17
9:00AM-6:00PM

Please talk to your Company Leader and/or Team Captain for bib distribution and how to pick up your bib.

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 on the festival grounds.

All bibs will be sorted **individually by last name** and **NOT** by team for event day pickup.

REGISTRATION TENT

Thursday, May 18th 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

All bibs will be sorted individually by last name and NOT by team for event day pickup.

Registration Tent on Upper Plaza
Brookfield Place Waterfront Plaza

T-Shirt PICKUP

12:00 PM – 8:00 PM

T-Shirt Tent on Lower Plaza
Brookfield Place Waterfront Plaza

Heart Walk Festival

5:00 PM – 8:00 PM

Brookfield Place Waterfront Plaza

Bag Check

5:00 PM – 8:00 PM

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

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

Opening Ceremonies

6:30PM

Warren Street & Greenwich Street Intersection

Start for Runners, Walkers Follow

6:45PM

Awards Ceremony

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 will receive the official 2023 Wall Street Run & Heart Walk t-shirt on the day of event (unless participant stated no t-shirt requested during registration).



T-SHIRT TENT

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

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

PLEASE NOTE: YOU MUST PRESENT THE TAB AT THE BOTTOM OF YOUR BIB TO REDEEM YOUR EVENT T-SHIRT! PLEASE SEE BELOW FOR THE BIB SAMPLE.





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FESTIVAL ACTIVITIES

Healthy for Good Sponsors

Brookfield

WELCOME TO THE FESTIVAL AREA



"Eat Smart" - Welcome to the Heart Walk Festival! Enjoy your post run/walk with water, fruit, and snacks along with [quick and easy recipes](#) you can add to your diet!



COOL DOWN WITH CITI



"Be Well" - Cool down post-run/walk and enjoy a Chloe's Pop 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 the Start Line!





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FESTIVAL ACTIVITIES

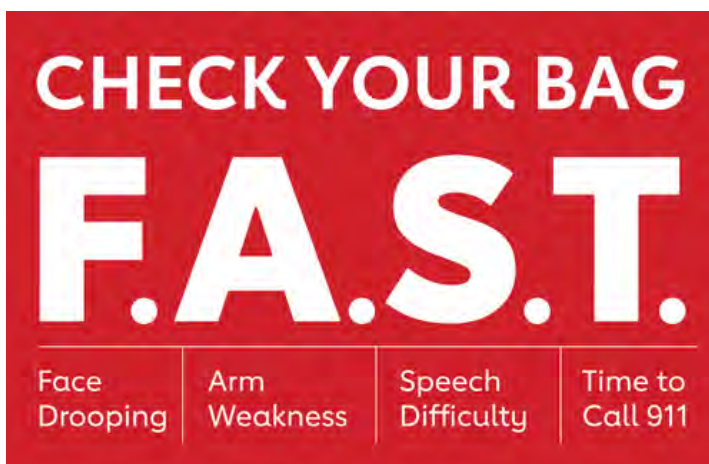
Signature Sponsors



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!



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 New York City community.





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FESTIVAL ACTIVITIES

Campaign Sponsors



BRAIN BREAK WITH U.S. Highbush Blueberry Council



Take a break and learn the benefits of yoga and meditation while also enjoying fresh blueberries!



One way to start is to add more color to your diet! [Click here](#) to find the variety of fruits and vegetables that you can add to your plate each day.

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's Essential 8* to improve cardiovascular health by [clicking here](#).

Scotiabank™

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 water bottles!





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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!



LIFESAVER LANE SPONSORED BY:



Lifesavers Lane recognizes the many healthcare workers that have done lifesaving work for those affected by heart disease or stroke.

PHOTOGRAPHY SPONSORED BY:

CLEARY GOTTLIB



CUSHMAN &
WAKEFIELD

TRIBUTE CUTE SPONSORED BY:

Skadden

Share your reason WHY you run/walk by dedicating a special message.

T-SHIRT TENT SPONSORED BY:



HEART HERO LANE SPONSORED BY:

LATHAM & WATKINS LLP

Heart Hero Lane recognizes a few of many survivors that have been impacted by heart disease or stroke.

HOSPITAL CUP (TOP HEALTHCARE FUNDRAISER)
SPONSORED BY:



CENTERS
HEALTH
CARE

HYDRATION STATIONS SPONSORED BY:



MEDIA WALL SPONSORED BY:



VOLUNTEER AREA 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 move 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.

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!

AMERICAN HEART ASSOCIATION WALL STREET RUN & HEART WALK

3 Miler | Thursday, May 18, 2023

WHO
RUNS
NYC?





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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 is 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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Wall Street Run & Heart Walk™

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 5/18-5/21.

Step 2: Lace up and go!

Throw on your sneakers, grab a running or walking partner and complete the 2023 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 18th, 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 Sunday, May 21st 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





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Wall Street Run & Heart Walk™

THANK YOU

We are so thrilled to welcome you to our annual Wall Street Run & Heart Walk! 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 immeasurable support! The money that our participants, teams, and companies raise directly impacts our lifesaving work and supports our community impact across New York City.

With Heart,
Your New York City Heart Challenge Team



Meg Gilmartin
*Senior Vice President
Executive Director*



Jaimie Racanelli
Vice President, Development



Meagan Hallworth
Senior Development Director



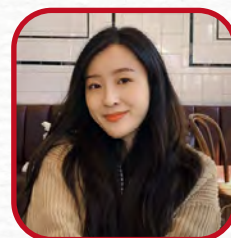
Alexandra Boustany
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Alyssa D'Agosto
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Jessica Pan
Development Coordinator