



American Heart Association.  
Heart Challenge™

Thursday, May 20  
heartwalknyc.org

# DIGITAL EXPERIENCE GUIDE

From our new activity tracker to a week of wellness, we have so many fun and healthy things planned to take this Digital Experience to the next level! Be sure to join us for the 2021 New York City Heart Challenge.



## REGISTER & ASK YOUR FRIENDS AND FAMILY TO JOIN YOU

Register at [heartwalknyc.org](http://heartwalknyc.org)



## TEAM CAMARADERIE

Nothing unites a team like doing good together



## LACE UP WITH US

Get moving together with our new activity tracker and challenges



## CONNECT EASILY

Connect your personal page to your Facebook page to ask friends and family to donate



## CELEBRATE

Join us on event day to recognize all we have accomplished together



## SAVE LIVES

Help the 40% of COVID hospitalizations that are heart or stroke patients

## OUR SPONSORS

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# LET'S GET STARTED!

NYC Heart Challenge  
Digital Experience Made Easy!



**START (OR JOIN) A TEAM.** Register today at [www.heartwalknyc.org](http://www.heartwalknyc.org) for instant access to fundraising tools and rewards. By moving the action online, 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 Facebook fundraiser and follow the steps to invite your friends, share updates and collect donations.

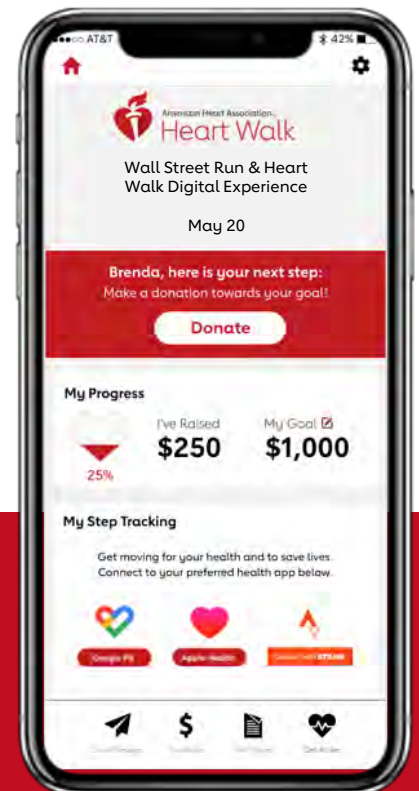


**LET US CELEBRATE YOU!** The more funds you raise, the more points you earn to redeem for Heart & Stroke Walk Hero Gear and show your support of the American Heart Association all year long!

## JOIN THE MOVE MORE CHALLENGE!

All you need to do is download the [Heart Walk App](#) and it will automatically update with our brand-new Activity Tracker on April 23<sup>rd</sup>. You can track your total minutes of exercise up until May 23<sup>rd</sup>! Run, walk, dance, or even vacuum! Any activity you track counts!

**\*Tracker will automatically sync with Apple Health, Google Fit, and Strava\***



Compete with your friends, family, and coworkers and try to reach the AHA-recommended 150 minutes of activity per week. Earn badges in the app for each milestone you reach, there are 8 in total!

# NEW YEAR, **MORE LIVES SAVED**

You are the lifeblood of the Heart Challenge movement. Thank you for your passion and commitment. The impact you make will extend far beyond any event. You are a crusader, innovator, scientist and partner. The moment you and your donors register and fundraise for Heart Mini, you are contributing to, witnessing, and progressing life-saving science.

## FUNDRAISING MADE EASY



### Download the Heart Walk Mobile App for iPhone or Android

- Deposit checks through the app just like you can at your bank.
- Personalize your Heart Walk experience by adding a photo and/or story.
- Send pre-written emails, text messages or posts to your social media channels asking for donations.
- Pre-schedule posts ahead of time on Facebook and LinkedIn.
- Recruit and communicate easily with your team.
- Access fundraising tips and earn achievement badges along the way.

## BECOME A HEART HERO!

All participants who donate \$45 when registering become a "Heart Hero" and earn the 2021 NYC Heart Challenge t-shirt. Register before 4/23 and receive your shirt in the mail before 5/20 to wear while you participate in the Wall Street Run & Heart Walk!



## 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!

## HEART WALK REWARDS



**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 your PC or HW App to visit the [Rewards Center](#). The milestones are:

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\$100 Hero  
+100 Points Added  
Total Points= 100



\$250 Medalist  
+ 200 Points Added  
Total Points= 300



\$500 Warrior  
+ 200 Points Added  
Total Points= 500



\$1K Life Saver  
+ 300 Points Added  
Total Points= 800



\$5,000 Champion  
+ 600 Points Added  
Total Max Points=  
1400

OUR HEARTS BEAT AS ONE





American Heart Association.  
Heart Challenge™

# New York City Heart Challenge

## Digital Experience Key Dates

### DATES TO KNOW:

**TO  
DAY**

Register online for access to our NEW digital tools and rewards at [heartwalknyc.org](http://heartwalknyc.org)

**April  
14**

Participate in our city-wide Rally Day to recruit your full team and raise awareness!

**April  
23**

Move More Activity Challenge goes LIVE in the [Heart Walk app](#)

**May  
17**

The “Week of Wellness” kicks off featuring daily themed engagements and webinars around physical, mental, and emotional health.

**May  
20**

**Wall Street Run & Heart Walk WHEREVER YOU ARE!** Run or walk 3-MILES wherever you can safely do so, and runners submit their times to our virtual leaderboard. Post your Heart Walk on social with #WhoRunsNYC

### FAQs

[Click here](#) to visit our frequently asked questions!

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# WEEK OF WELLNESS

May 17 – May 21

We will be hosting LIVE sessions on Monday, Tuesday, and Wednesday that are free and open for all to join.

[Register for all three through this link!](#)



## MOVE MORE MONDAY

May 17

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](#).

[JOIN US](#) for a midday exercise break to get you moving during the workday!

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## BE WELL WEDNESDAY

May 19

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](#).

[JOIN US](#) for a stress-busting meditation break.

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## BEST FRIENDS FRIDAY

May 21

Grab a friend or family member and share a photo of you together for our Healthy Selfie Photo Contest! Post your photo and tag **@AHANewYorkCity #WhoRunsNYC #HealthySelfie**. Winners will be reposted on Monday 5/24!

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## EAT SMART: HEALTHY TIPS TUESDAY

May 18

Cooking more meals at home gives everyone in the family an opportunity to build better eating habits. Eat Smart with [healthier condiments](#) or [smart substitutions](#)!

[JOIN US](#) for a live cooking demonstration featuring an NYC chef cooking a delicious healthy meal!

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## WALL STREET RUN & HEART WALK

May 20

TODAY IS THE DAY!

Run or walk **3-MILES** wherever you can safely do so and upload your time to our Virtual Leaderboard. Participants will receive an email from **ATHLINKS** with instructions on how to submit.

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## WALL STREET WEEKEND

May 22-23

Didn't get a chance to complete your Heart Walk on Thursday? No sweat! You have the entire weekend to get out and our Virtual Leaderboard will remain open until May 23<sup>rd</sup>.

Bring your family along and enjoy our kid's activities on the next pages!

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# Wall Street Weekend!

(How Can I participate?)

May 20-23

## GET READY!



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

## TUNE IN!



Join us on [Facebook](#) and [@AHANewYorkCity](#) on Walk Day to connect with all the other walkers across NYC and beyond!



## RUN OR WALK WHEREVER YOU ARE

### Step 1: Plot your course

Whether you take to the streets of FiDi, run through Central Park, or cruise to the Statue of Liberty, find a safe **3-MILE** course that you can traverse between 5/20-23.

### Step 2: Lace up and go!

Throw on your sneakers and Heart Walk t-shirt, grab a running or walking partner and **complete the Wall Street Run & Heart Walk!**  
**\*Runners should use their preferred method of timing to record results\***

### Step 3: Runners, upload your times

On May 20<sup>th</sup>, all registered participants will receive an email from **ATHLINKS** confirming that you have been added as a participant to the Digital Wall Street Run & Heart Walk. Open this email and click the link to "Go to Your Virtual Race Page" to enter your time. Submissions will be open until midnight on Sunday, May 23<sup>rd</sup>.  
**\*Each participant will receive a custom URL linked to their registration\***

**\*\*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.

RACE RESULTS  
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Follow us on social!



#WhoRunsNYC

## CELEBRATION MONDAY

The top 3 male and female race finishers and most active company, teams, and individuals from the "Move More Challenge" will be announced on Monday, May 24th

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# Wall Street Weekend!

(How Can I participate?)

May 20-23

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## BEFORE YOU RACE – WARM UP

A good warmup before a workout dilates blood vessels, ensuring that your muscles are well supplied with oxygen. It also raises your temperature for optimal flexibility and efficiency. By slowly raising your heart rate, the warmup also helps minimize stress on your heart! [Try these out to get started:](#)

**Abductor (inner thigh) stretch:** Keeping your torso upright, lunge to one side with a bent knee over the toe. Keep your other leg straight. Push your weight to the “bent knee” side until you feel a stretch in the inner thigh of your straight leg.



**Calf Stretch:** Stand facing a wall with both hands on it. Position one foot forward (knee bent) and the other leg back with the leg straight, toes pointing at the wall. With your stomach tight, lean in toward the wall until you feel a stretch in the lower part of the back leg.



**Chest Stretch:** Place your fingertips lightly on the back of your head. Push your elbows back while squeezing with your upper back until you feel a stretch in your chest near your underarms.



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## AFTER YOU RACE – COOL DOWN KIT

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It's important to cool down physically and mentally after any strenuous activity. Stretching, hydrating, and refueling can help your muscles and your mind remain at their peak for whatever lies ahead. [Use these tips to help:](#)

**Make sure you stretch after working out!**

- Hold each stretch for 10 to 30 seconds. If you feel you need more, stretch the other side and return for another set.
- The stretch should be strong, but not painful.
- Do not bounce.
- Breathe while you're stretching. Exhale as you stretch, inhale while holding.

**Munch on a small handful (about 1oz.) of unsalted nuts and seeds after working out for good fats, energy protein, and fiber. Healthy choices include almonds, hazelnuts, peanuts, pistachios, pumpkin seeds, sunflower seeds, and walnuts.**



Refuel your tank during the cool down by drinking a lot of water



**\*Regular physical activity is proven to relieve stress, tension, anxiety and depression. Schedule time to Move More for at least 30 minutes 5 days a week to build a positive habit for your overall health!\***

## LIVE FIERCE AND PRACTICE RESILIENCY ALL YEAR LONG

The AHA has developed a four-month long campaign to meet New Yorkers where they are, aiming to build a more resilient community. Enroll today in this free, guided program to take charge of your health and wellbeing. [Say "YES" and register today!](#)

# Wall Street Weekend Family fun activities!

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## ENTER THE KIDS ZONE

Download this [printable super heart-hero coloring sheet](#) and take the creativity beyond the house to chalk your walk!

Decorate your driveway or sidewalk with chalk for a motivating and photo-worthy starting point for your run/walk! Share the finished masterpieces on social media using #WhoRunsNYC

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## F.A.S.T. FAMILY FUN CONTEST

This game reinforces the importance of knowing the sign of a stroke and planning for how to act **F.A.S.T.**

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By learning and sharing the **F.A.S.T.** warning signs, you just might save a life from stroke: **F**ace Drooping, **A**rm Weakness, **S**peech Difficulty, **T**ime to Call 9-1-1 if these signs are present.

For this activity, each family member takes turns putting on a button-down dress shirt. Button five buttons with your non-dominant hand, then remove the shirt by unbuttoning with your non-dominant hand. Who in the family can do it fastest? Share your family's best timing with a picture and post it to social media. #WhoRunsNYC #ActFAST. You can also promote healthy brain function by strengthening your brain with mind challenges.

## POST A HEALTHY SELFIE

Show us how you Heart Walk and pledge to be healthy by posting a picture and tagging **@AHANewYorkCity #WhoRunsNYC #HealthySelfie**. Favorites will be reposted on AHA Social Media Monday 5/24!

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## TOP WALKERS (Raise \$1K+)

Let us celebrate your achievement as a Top Walker achievement! Redeem [Rewards Club](#) swag for every dollar you raise and be featured in an exclusive post on AHA NYC social pages!

Thank you for being a

**TOP  
WALKER!**



**FINISH**



# NEW YEAR, **BIGGER IMPACT**



## **REDUCING BLOOD PRESSURE**

64% of New York City adults age 65 and older have high blood pressure (hypertension) and nearly half are not aware.

We are working within Federally Qualified Health Centers to provide access to self-monitoring blood pressure programs. We work with faith-based communities and corporations to provide education and programming through our *Check.Change.Control.* initiative.



## **PROMOTING MENTAL WELL-BEING**

Mental well-being and physical health are connected and historically excluded communities are disproportionately impacted, especially now. Despite being treatable, there is an enormous treatment gap and barriers with stigma, discrimination, and access.

We are focused on achieving total and equitable health for all. The AHA is promoting and providing mental well-being content to our corporate and community partners.



## **ELIMINATING TOBACCO & VAPING**

Our community has been at the forefront of anti-tobacco policy, most recently in passing Tobacco 21, which raised the minimum age to buy all tobacco products from 18 to 21.

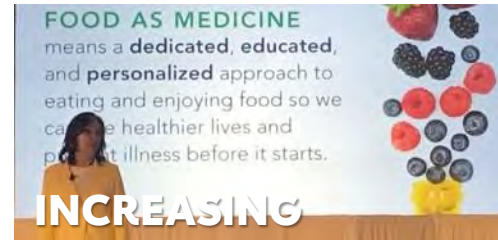
Together with a strong coalition of tobacco control partners, we intend to mobilize a network of community influencers and school-based leaders to spark change at the community level and the system level.



## **REDUCING RISK FOR WOMEN**

Because heart disease kills 1 in 3 women, the AHA is focused on ensuring that women are aware of their risk factors, represented in research and have access to equitable treatment they need to live longer, healthier lives.

Through our STEM Goes Red program, we work with female high school students across New York City to empower them to pursue careers in STEM and close gender and ethnicity gaps in these fields.



## **INCREASING NUTRITION SECURITY**

1 in 10 people in America are at risk of not getting enough food each day. To address this issue, we're working advocating for food security through a regional food system.

The NYC Community Impact team strives to bridge the gap between chronic disease and food access by acting as a convener and partner for the food system, community, and clinical based partners who see the domino effect in the community when it comes to poor diet.



## **ADDRESSING COVID-19**

75% of those hospitalized with COVID-19 have a high-risk condition and people with heart disease, diabetes, or high blood pressure are at a higher risk. Heart attack and stroke patients fear calling 9-1-1 or seeking treatment within a hospital.

To address this, we invested \$2.5 million to specifically investigate the cardiovascular implications of COVID-19, established new CPR guidelines and a free healthcare COVID-19 registry.

# **NOW MORE THAN EVER, YOUR SUPPORT IS NEEDED.**

By giving to the American Heart Association, you are contributing to, witnessing, and progressing life-saving science.