



American Heart Association.
Heart Walk.

2021 GREATER WASHINGTON HEART WALK

You can Heart Walk *Here*, there or anywhere.

The Greater Washington Heart Walk is here to reinvigorate your heart-healthy lifestyle by reuniting our community to move more! The American Heart Association is bringing you Heart Walk Here, a new Heart Walk experience offering different ways to participate for maximum flexibility. You can Heart Walk Here, there or anywhere. Choose our path or yours!



JOIN A MILLION WALKERS

By offering three participation options, we're going to reach more people than ever



TEAM CAMARADERIE

Nothing unites a team like doing good together

LACE UP WITH US

Get moving together with our new activity tracker and challenges



SAVE LIVES

Together we are fighting for the health & well-being of our community



CONNECT EASILY

Our upgraded digital platform makes it easy to connect, share and get rewarded



CELEBRATE

Join us on Walk Day to recognize all we have accomplished together

REGISTER NOW!

GreaterWashingtonHeartWalk.org

LOCALLY SPONSORED BY



NEW YEAR, **BIGGER IMPACT**



REDUCING BLOOD PRESSURE

26% of Greater Washington Region (GWR) residents have high blood pressure 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.* program.



ELIMINATING TOBACCO & VAPING

Our community has been at the forefront of anti-tobacco policy. Recently we helped pass landmark legislation ending the sale of flavored tobacco products in the District of Columbia.

The AHA has also collaborated with Howard University to assist the university in adopting a tobacco-free policy and curriculum to empower students to lead the tobacco-free effort.



INCREASING NUTRITION SECURITY

1 in 10 people in the GWR are at risk of not getting enough food each day. To address this issue, we're providing funding for organizations to purchase healthier food options, along with ongoing technical assistance around food insecurity screening and referrals.

In Prince George's County we helped pass first-of-its-kind legislation to include healthier options for both food and drinks on children's menus.



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.



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 the equitable treatment they need to live longer, healthier lives.

Through Go Red Goes STEM, we work to close gender and ethnicity gaps in research and STEM fields. In 2021, we launched the inaugural DC Go Red for Women campaign to strengthen the movement's impact.



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.

LET'S GET STARTED!

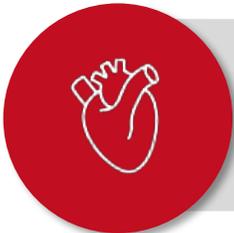
Heart Walk Made Easy!



Participating in the Greater Washington Region Heart Walk is about coming together, getting hearts pumping, honoring survivors, raising lifesaving funds – and having fun along the way. This year's event invites you to Heart Walk Here with us in person or wherever you feel inspired on November 6.



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!

My Personal Impact Goals:

Total Raised: \$ _____

Teammates to Recruit: # _____

I Walk For:



MOVE MORE CHALLENGE
SPONSORED BY



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!

WEEK OF WELLNESS

November 1 - 6

Exercise your mind, body and spirit during the week leading up to your Heart Walk. Find a daily dose of inspiration on the [Healthy Living Page](#)



MOVE MORE MONDAY

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](#).

Locally sponsored by: Suburban Hospital, a member of Johns Hopkins Medicine



EAT SMART: HEALTHY TIPS TUESDAY

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](#)!



BE WELL WEDNESDAY

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: Booz Allen Hamilton



THANKFUL THURSDAY

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.



BEST FRIENDS FRIDAY

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 on the [Facebook page](#) using #DCHeartWalk.



HEART WALK SATURDAY

Join us on November 6 on the National Mall for our Heart Walk celebration. **Can't join us in person?** Create your own start line in your neighborhood to get walking! Share your photos with **#DCHeartWalk** and **#HeartWalkHere!**

HEART WALK DAY

Choose Your Path or Ours!

November 6, 2021



WALK WITH US!

Heart Walk Here celebration will open at 8:30am 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 and even a dog parade!



GreaterWashingtonHeartWalk.org

GET SOCIAL!

Join the fun on social media! When you share on Facebook, make sure you're sharing your posts with "Public" – and don't forget to tag us @HeartofGWR on Twitter and Instagram @GreaterWashingtonAHA on Facebook and use **#DCHeartWalk #HeartWalkHere**



Locally sponsored by:



START LINE!

Whether you walk in person or online, leave your mark on the 2021 Heart Walk by sharing your experience online. Be sure to post your pics **#DCHeartWalk**

Locally sponsored by:



CELEBRATE SURVIVORS

Survivors are the HEART of every walk. If you or your child are a survivor, show everyone your triumphs. As part of your Heart Walk swag bag, survivors are given commemorative red or white ball caps to wear during the walk to show their triumph over heart disease or stroke. To celebrate our child Heart Heroes, we offer special SUPERHERO CAPES for young survivors.

LOCALLY SPONSORED BY



HEART WALK DAY

November 6

Heart Walk Here!



TOP WALKERS (Raise \$1K+)

Let us celebrate your achievement as a Top Walker through shoutouts on the jumbotron at the Heart Walk, top walker thank you gifts, and an opportunity to earn VIP parking on walk day!

LOCALLY SPONSORED BY:



PLATFORM SPONSORS

 KAISER PERMANENTE

 SHEEHY
AUTO STORES

Dog Parade/Depot

Bring your leashed furry friends to join you for the walking route. Also, stop by the doggy depot for a drink and strut your stuff at the doggy parade.



FINISH STRONG

No matter where your finish line is, finish strong. Be sure to share your pics with **#DCHeartWalk** so we can recognize all we have accomplished together!

LOCALLY SPONSORED BY:



GET YOUR GROOVE ON.

During your walk, listen to our EXCLUSIVE Heart Walk On Demand playlist available on November 6 on our [Heart Walk website!](#)



DIGITAL TOOLS YOU CAN USE!

(No Matter Where You Walk)



HEART HERO AWARD

Do you know someone who is local, active-duty military or a veteran who has made lifestyle changes to improve their overall health and well-being? Honor members of our local military personnel and veterans for taking steps toward better heart health and well-being. Awardees will be recognized on November 6!



WHY DO YOU WALK?

Click [HERE](#) for a printable Tribute sticker where you can write the name of a loved one affected by stroke or heart disease. What a great way to show you are walking in their honor!



WE'RE GRATEFUL FOR YOU!

Zen away your stress by using [Simple Ways to Practice Gratitude!](#)



HEALTHY SELFIE PLEDGE

Commit to a NEW healthy habit with this [printable pledge card](#). Share your Healthy Selfie pledge with us on social media by using #DCHeartWalk

We Appreciate you!

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.



Locally sponsored by:

SAIC



Locally sponsored by:

 **leidos**



American Heart Association.
Heart Walk[®]

GREATER WASHINGTON HEART WALK

Experience Vitals

DATES TO KNOW:



Register online for access to our NEW digital tools and rewards at

GreaterWashingtonHeartWalk.org



Exercise your mind, body and spirit during the week leading up to your Heart Walk.



Move More Activity Challenge goes LIVE in the Heart Walk app. Challenge runs through Heart Walk weekend.



Greater Washington Heart Walk!
#DCHeartWalk
#HeartWalkHere

FAQs

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

SHARE THE <3 ON SOCIAL MEDIA!

Looking for sample social media text to include on your own pages? Copy and paste one of these:

This year I'm excited to participate in the Greater Washington Heart Walk supporting the American Heart Association. I hope you'll join me on the National Mall on November 6th or virtually within your community. We're going to be showing our support in the fight against the number one killer of Americans and having a lot of fun while we do it! Join me! #DCHeartWalk, #HeartWalkHere
GreaterWashingtonHeartWalk.org

Have you heard? This year, I'm hosting my own Heart Walk in support of the #DCHeartWalk. I want you to join me on (location / date / time) and bring your family, friends, and even furry friends! #DCHeartWalk, #HeartWalkHere GreaterWashingtonHeartWalk.org

Don't forget to share our DC Heart Walk videos and posts, which you can find on our social media channels.

[Facebook](#) | [Instagram](#) | [Twitter](#)

