



American Heart Association.
Heart Walk.

2021 BOSTON HEART WALK

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

The Boston Heart Walk is back and ready to reinvigorate your heart healthy lifestyle by reuniting our community in better health! This fall, the American Heart Association is bringing you **Heart Walk Here**, a new Heart Walk experience offering different ways to participate for maximum flexibility. Host a pop-up start line on your campus for your employees – **it's easy as 1-2-3!**

Follow our 3 easy steps to host a pop-up Start line on your campus as part of our 2021 Boston Heart Walk!

1

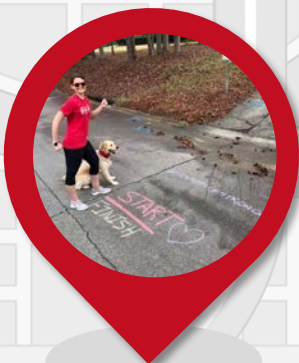
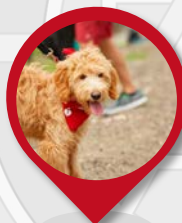
WALK. Create a 1 mile or 5k walking path on your campus. Walk together during the Week of Wellness or on Walk Day between Monday October 25th – Friday October 29th

2

CHEER. Put some pep in your step by wrapping up your Heart Walk experience with a live or digital celebration event and share your success!

3

THANK. Recognize your Top Walkers, Top Teams and all-around stellar participants!





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HEART WALK HERE

What to do next?



Pop-up a start line and walking path on your campus and encourage employees to get moving!



FORM A STEERING COMMITTEE

Pick Your Dream Team! Bring together 3-5 employees to help plan all the action. Be sure to include someone from your marketing & communications team.



PLAN YOUR START LINE

We're here to help! We will work with your steering committee to identify a fun and Instagram-able location for your pop-up start line on campus!



PLAN A CELEBRATION EVENT

We <3 You! Everyone needs a pat on the back, so let's come together and celebrate our accomplishments!



MOVE MORE

Get a Step Ahead! Utilize American Heart Association's Move More Activity Challenge to track your minutes of physical activity 30 days prior to the [CITY] Heart Walk!

COMPANY EVENT TIMELINE

FORM STEERING COMMITTEE



8 Weeks Out
Begin planning your celebration event and send out Heart Walk Here kick-off message

PARTICIPATE IN RALLY DAY!



6 Weeks Out
Host a Rally Day where your Coaches recruit all of their walkers.

POP-UP YOUR START LINE



1 Week Out
Kick-off Week of Wellness with a message (*be sure to include your pop-up start line information*)

HEART WALK HERE



Week Of
Activate your Week of Wellness activities and encourage employees to get moving by participating in your walking path

CELEBRATE



Day Before HW
Host your company's internal celebration!



ENHANCE YOUR EXPERIENCE

TOOLS YOU CAN USE!

- AHA branded banners to help designate your start line. Select your date today so we can ensure we have a banner ready for you
- AHA branded yard signs to help you designate your walking path
- AHA collector's pin with finish line card
- Award certificate digital templates available
- Internal promotional materials and templates
- Sample social media creative and copy
- AND MORE!



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WALK

Pop-up a start line on your campus along with a 5K or 1 mile walking path. We make it easy with branded banners and yard signs. This is an opportunity to get fun and creative and make this a unique experience for your employees!

CHEER

Host a company Celebration Event to bring your employees together and celebrate your achievements! You can make this a drop-in event or even host via Zoom!

Celebrate survivors in your company and have them share their compelling stories!

THANK

Everyone deserves a pat on the back! Thank your volunteer leaders and recognize fundraising achievements! Give out awards, a traveling team trophy, or highlight their success with an all-company shout-out.

Cross the finish line strong and reward all who take part in the walking route by giving them a Heart Walk finisher's collectors pin.



HEALTH RESOURCES AT YOUR FINGERTIPS!



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MOVE MORE. Get moving with our [30-day activity challenge](#) with a tracker conveniently located in your Heart Walk app.

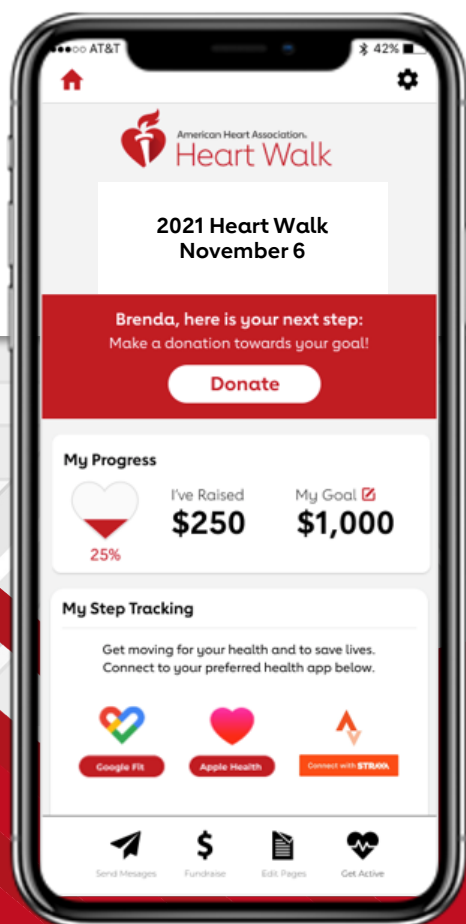
EAT SMART. You don't need to be a chef to create nutritious, heart-healthy meals. [Learn what to look for at the grocery store, restaurants or at your workplace.](#)

BE WELL. Zen away your stress with our [Simple Ways to Practice Gratitude!](#)

RETHINK YOUR DRINK. [Sip smarter](#) by replacing sweetened drinks to cut back on added sugars and empty calories

LEARN CPR. [Learn Hands Only CPR](#) and the two simple steps you need to know to save a life!

SPOT A STROKE F.A.S.T. By [learning and sharing the F.A.S.T. warning signs](#), you just might save a life from stroke.



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!

MOVE & GROOVE



MOVE: Leading up to your walk, employees can join fun Move More activity challenges on our mobile app.

GROOVE: During your walk, listen to our EXCLUSIVE Heart Walk On Demand playlist available the week of the Walk on the Heart Walk website!

