



American Heart Association.

Heart Walk.

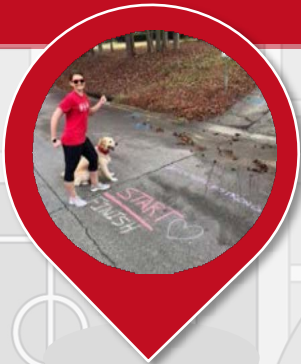
2021 BOSTON HEART WALK

10/30/2021

WALK WHERE YOU ARE

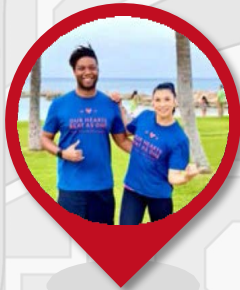
You can Heart Walk Here, there or anywhere.

This year, you can Heart Walk *Here*, there or anywhere! We invite you to walk wherever you feel inspired. No matter where you choose to walk, participating and donating to Boston Heart Walk will save lives and improve lives.



JOIN A MILLION WALKERS

We're going to reach more people than ever in their own communities!

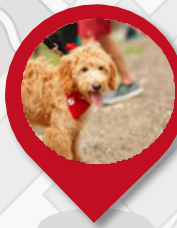


TEAM CAMARADERIE

Nothing unites a team like doing good together

LACE UP WITH US

Get moving together with our new activity tracker and challenges



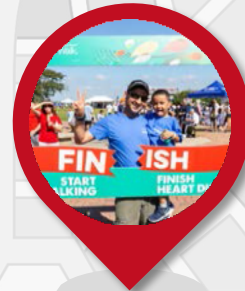
SAVE LIVES

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



CONNECT EASILY

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



CELEBRATE

On walk day we will recognize all we have accomplished together

Level 2



Level 3



Beth Israel
Deaconess Medical Center

Medtronic

PWC

SBLI

Level 4

JPMorgan Chase

Sentinel Benefits

Friends of Heart

PTC

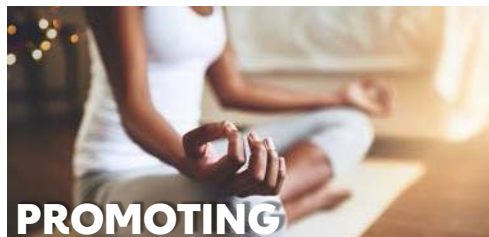
NEW YEAR, **BIGGER IMPACT**



BLOOD PRESSURE

Nearly half of adults have high blood pressure and many do not know they have it. Black Americans have among the highest in the world.

We are supporting clinics in our communities, including federally qualified health centers, to provide access to community education and resources around better blood pressure management.



MENTAL WELL-BEING

Psychological health can impact a person's cardiovascular health. Eighty percent of individuals can be treated quickly and effectively, especially when symptoms are recognized early. Yet, 50% to 60% of adults with mental disorders do not receive the services they need.

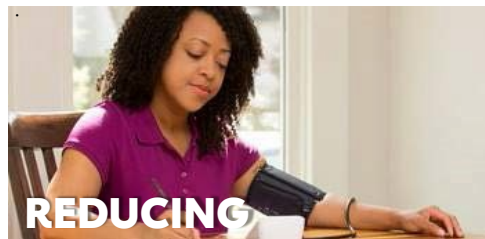
We are focused on achieving total and equitable health for all. The American Heart Association is promoting and providing mental well-being content to our corporate and community partners.



TOBACCO & VAPING

We have been at the forefront of anti-tobacco policy, most recently helping pass a law that eliminated the sale of flavored tobacco products in Massachusetts.

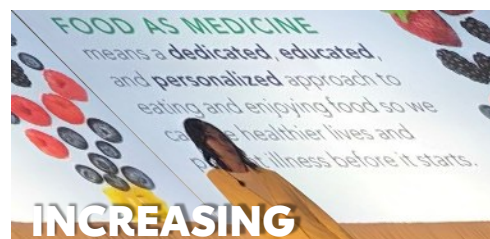
We also helped pass legislation that raised the legal age to purchase tobacco to 21 statewide. One of our top priorities moving forward is to increase the tobacco tax in Massachusetts and fund programs that help people quit smoking.



RISK FOR WOMEN

Because heart disease kills 1 in 3 women, the American Heart Association is focused on ensuring that women are aware of their risk factors, represented in research and have access to equitable treatment.

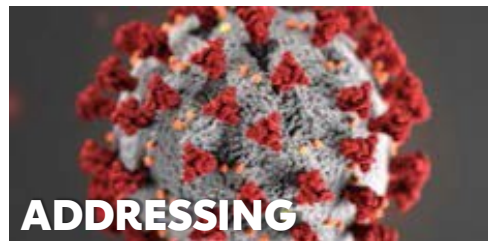
Through STEM Goes Red, we are working to close gender gaps in research and STEM fields. This includes working with the Boston Public Schools to offer year-long STEM engagement opportunities, along with resources for teachers and families.



NUTRITION SECURITY

One in 10 people in America are at risk of not getting enough food each day. We want to ensure that everyone in Massachusetts has access to affordable, nutritious food. The goal is to create a more food secure community with a vibrant, healthy and inclusive food culture.

We are working with organizations with expertise in food security to make this happen.



COVID-19

People with heart disease, diabetes or high blood pressure are more likely to be adversely impacted by the coronavirus. In fact, 75% of those hospitalized with COVID-19 have had a high-risk condition.

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

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 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 Saturday, Oct. 30.



START (OR JOIN) A TEAM. Register today at BostonHeartWalk.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 to show your support of the American Heart Association all year long!

My Personal Impact Goals:

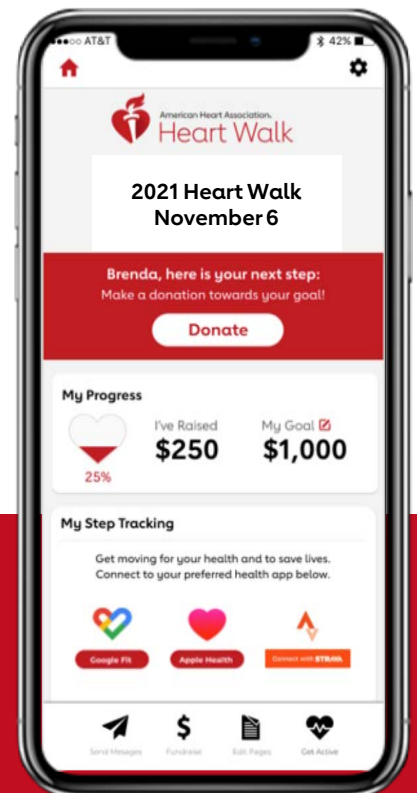
Total Raised: \$ _____

Teammates to Recruit: # _____

I Walk For:



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

10/25/2021-10/30/2021

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



MOVE MORE MONDAY 10/25/2021

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](#).



EAT SMART: HEALTHY TIPS TUESDAY 10/26/2021

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 10/27/2021

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](#).



THANKFUL THURSDAY 10/28/2021

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 10/29/2021

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 social media using #BostonHeartWalk.



HEART WALK SATURDAY 10/30/2021

It is time for our Heart Walk celebration. Create your own start line in your neighborhood to get walking! Share your photos with:
#BostonHeartWalk and **#HeartWalkHere!**



American Heart Association.

Heart Walk.

BOSTON HEART WALK

Experience Vitals

DATES TO KNOW:

NOW

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

**SEPT.
7TH**

Back by popular demand, participating companies will compete in the **INDUSTRY CUP CHALLENGE!**

**SEPT.
23RD**

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

**SEPT.
30TH**

Move More Activity Challenge goes LIVE in the Heart Walk app

**OCT.
30TH**

Boston Heart Walk
#BostonHeartWalk
#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 host my own Heart Walk supporting the American Heart Association! I hope you'll join me. We're going to be showing our support in the fight against the No. 1 killer of Americans and having a lot of fun while we do it! bostonheartwalk.org #BostonHeartWalk

Have you heard? This year, I'm hosting my own Heart Walk in support of #BostonHeartWalk. I want you to join me and bring your family, friends, and even furry friends! bostonheartwalk.org #BostonHeartWalk

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

Twitter & Instagram: @AmericanheartMA

