



Kids Heart Challenge & American Heart Challenge Super Bowl Tickets Social Media Promo Posts

Post 1:

Together with the NFL, we're so excited to build a Nation of Lifesavers™, who are prepared to act in a cardiac emergency. Students and families can learn Hands-Only CPR through Finn's Mission as part of the Kids Heart Challenge & American Heart Challenge. But that's not all! 5 lucky families will receive 2 Super Bowl LIX tickets for 2025. Each student who completes Finn's Mission, thus learning Hands-Only CPR, will earn an entry for the Super Bowl tickets. AND 5 schools will receive equipment makeovers valued at \$10,000 each!!!



The National Football League (NFL) is a proud national sponsor of the American Heart Association's Nation of Lifesavers.

Post 2 (tickets):

Do you like helping kids with special hearts? Dream of attending the Super Bowl? Students, get entered to win a pair of Super Bowl LIX tickets in 2025, along with Super Bowl Experience tickets, by completing Finn's Mission. You'll learn Hands-Only CPR, save lives, and have the opportunity for the experience of a lifetime!



**Save Lives.
Win Big.**



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Post 3 (equipment for schools):

Calling all schools! Can you imagine getting a \$10,000 equipment makeover to enhance the health and well-being of your school?! Through Kids Heart Challenge & American Heart Challenge, you'll receive an entry for every 18 students who complete Finn's Mission. The more students that complete their mission and learn Hands-Only CPR; the more entries you'll receive!

- Five (5) family experiences to serve as a promoted incentive consisting of 10 Super Bowl LIX tickets in 2025, along with Super Bowl Experience tickets.
- Five (5) equipment makeovers for a school to win valued at \$10,000 each
- For each student who completes Finn's Mission, thus learning Hands-Only CPR, they will earn an entry for the Super Bowl tickets. Additionally, schools will receive entries to win an equipment makeover for every student completing Finn's Mission.



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