American Heart Association.
Heart Mini-Marathon & Walk™

Sunday, March 28
heartmini.org

DIGITAL EXPERIENCE GUIDE

From a week of wellness to a new race-day app,
we have so many fun and healthy things planned to take this Digital Experience to the next level! Be sure to join us on Facebook for the 2021 Cincinnati Heart Mini Digital Experience!

REGISTER & ASK YOUR FRIENDS AND FAMILY TO JOIN YOU
Register at heartmini.org

RECRUIT & RALLY IN RED
Recruit 15+ teammates to join your team

LACE UP WITH US PRE-EVENT
Get moving together with our #MiniMyWay weekly challenges and new activity tracker

CONNECT EASILY
Connect your Heart Mini personal page to your Facebook page to ask friends and family to donate

CELEBRATE
Run, walk, bike, hike and #MiniMyWay on Facebook on Sunday, March 28

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

LOCALLY SPONSORED BY

Kroger health · MERCY HEALTH · Kellogg's · MEDPACE · St. Elizabeth HEALTHCARE · CINTAS READY FOR THE WORKDAY · Ohio National Financial Services · Cincinnati Bell connecting what matters · BSB GROUP INTERNATIONAL · carespring www.carespring.com · FLEET FEET · GRAVITYDIAGNOSTICS · FHLB CINCINNATI · P&G · FIS · Quotient · DANIS · UC Health · Messer WeAreBuilding. · Cincinnati Children's · Frost Brown Todd · HYPERQUAKE · LOCAL 12 WKRC CINCINNATI · Q102 CINCINNATI'S HIT MUSIC

ANTHEM BCBS | ASSURECARE | cHc MANUFACTURING | GRANT THORNTON | GREAT AMERICAN INSURANCE GROUP
OSTERMANCRON | RADIOLOGY ASSOCIATES OF NKY | RCF GROUP | SKANSKA | UNIVERSAL CONTRACTING CORPORATION

LET'S GET STARTED!

Heart Mini Digital Experience Made Easy

Participating in the Heart Mini is about coming together, getting hearts pumping, honoring survivors, raising lifesaving funds – and having fun along the way. Get ready to "lace up" with us and run, walk and #MiniMyWay wherever you are on March 28.

START (OR JOIN) A TEAM. Register today at heartmini.org for instant access to fundraising tools and rewards. By moving the action online, we're going to reach more people than ever!

RAI$E FUNDS & SAVE LIVES. Start fundraising fast with Facebook. Log into your Heart Mini 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 Hero Gear and show your support of the American Heart Association all year long!

My Personal Impact Goals:

My goal is to raise: $_____

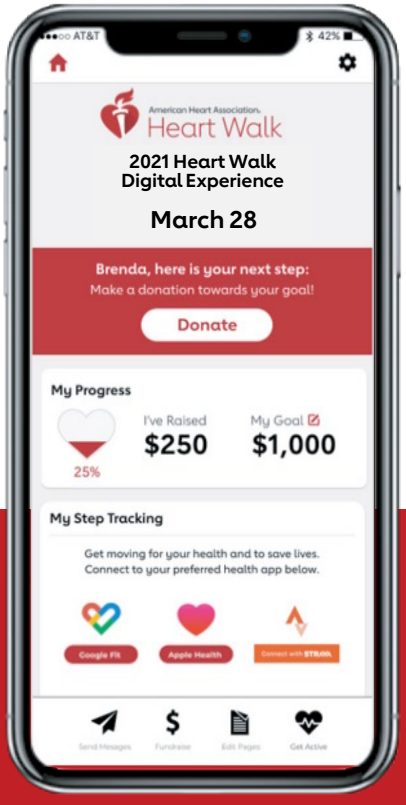
Teammates I will recruit: # _____

I Run/Walk and #MiniMyWay For:

_____

MOVE MORE CHALLENGE
LOCALLY SPONSORED BY

Kellogg's



Download the free 'Heart Walk' App to join the Move More activity challenge and kick off your fundraising. You now can track your minutes of activity right from your phone! Through the Heart Walk app you'll be able to log in and **start tracking from February 28 – March 28!**

WEEK OF WELLNESS

March 22 – March 28

Exercise your mind, body and spirit during the week leading up to Heart Mini. Find a daily dose of inspiration to #MiniMyWay on our Facebook Page!

MOVE MORE MONDAY
March 22

#FuelYourMove, and warm up for a **Week of Wellness!** Stop Sitting today with binge breaks: Sofa Stretch, Accent Chair Dips or Torso Twist. Looking for more ways to get moving? Explore four weeks worth of Move More challenges here!

LOCALLY SPONSORED BY Kellogg's

EAT SMART TIP TUESDAY
March 23

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, smart substitutions, and four weeks worth of Eat Smart challenges here!

LOCALLY SPONSORED BY Kroger Health

BE WELL WEDNESDAY
March 24

On our final Heart Mini-Marathon & Walk Wednesday, take a break in your day to be mindful, improve your mood, reduce stress and increase energy with a guided meditation. Explore four weeks of Be Well challenges here!

LOCALLY SPONSORED BY MERCY HEALTH

THANKFUL THURSDAY
March 25

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 for whom you are thankful.

LOCALLY SPONSORED BY St. Elizabeth HEALTHCARE

BEST FRIENDS FRIDAY
March 26

Share a photo of you and your furry best friend on a run/walk. Be a part of our Top Dog Contest by posting a photo of your dog on Facebook using **#MinisTopDog #MiniMyWay**

LOCALLY SPONSORED BY Ohio National Financial Services

SYNC & SLEEP SATURDAY
March 27

Tomorrow is the day! Sync your RTRT Race -Day App, and get your sleep! Wake up, fuel up and run, walk and **#MiniMyWay** wherever you are! Share photos with us on Facebook!

LOCALLY SPONSORED BY MEDPACE

PRESENTING SPONSORS

Kroger Health

MERCY HEALTH

Kellogg's

HEART MINI DAY!

(How Can I participate?)

SUNDAY, MARCH 28

GET READY!

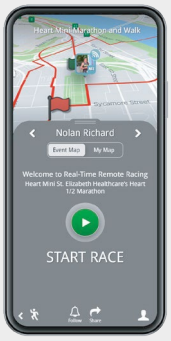
Kick off your Heart Mini Day by coming together with your company or team to celebrate crossing the finish line!

TUNE IN!

Join us on Facebook @theheartmini to connect with all the other runners and walkers across our city!

SYNC YOUR REAL TIME RACE TRACKING (RTRT) RACE-DAY APP

APP LOCALLY SPONSORED BY MEDPACE



REAL-TIME RACE TRACKING

ON-COURSE MAP & AUDIO PROMPTS

ONLINE LEADERBOARDS

Upon Heart Mini registration, you will receive an email link at least a week before to connect the app with one click. When ready to race, open the RTRT app, search "Heart Mini" and click GO! While running wherever you are, your GPS speed/distance will virtually place you on the traditional Columbia Parkway course! Share your on-course tracking with friends/family. On-course audio prompts will keep you moving and engaged! When complete, you will be added to the leaderboard, which will stay open through the race window: March 20 – April 4. You must race in this window.

You will need to run with your phone, and start the race within the app. If unable, within the app you can link manual results, or connect Strava workouts to the RTRT leaderboard.

RUN, WALK & #MINIMYWAY

Whether you are a half-marathoner, 5K walker or 15K Mini streaker, *how and where* you Heart Mini is up to you! We want to see your course and race day creativity! Share your route, time and on-course creativity with us using **#MiniMyWay!**

St. Elizabeth HEALTHCARE	MEDPACE	♥	Ohio National Financial Services	♥	MERCY HEALTH
St. Elizabeth Healthcare **HEART HALF MARATHON**	*Medpace* **15K HEART MINI**	**1K STEPS FOR STROKE**	*Ohio National Financial Services* **5K RACE**	**2K KIDS RACE**	*Mercy Health* **5K HEART WALK**

HEART MINI DAY!

(How Can I participate?)

SUNDAY, MARCH 28TH

PRESENTING SPONSORS

Kroger health

MERCY HEALTH

Kellogg's

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 drive- way or sidewalk with chalk for a motivating and photo worthy starting point for your run/walk! Share the finished masterpieces on social media using #MiniMyWay.

LOCALLY SPONSORED BY Cincinnati Children's

F.A.S.T. FAMILY FUN CONTEST

This game reinforces the importance of knowing the signs of a stroke and planning for how to act FAST.

LOCALLY SPONSORED BY Frost Brown Todd LLC ATTORNEYS

By learning and sharing the F.A.S.T warning signs, you just might save a life from stroke:
Face 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. #MiniMyWay #ActFAST. You can also promote healthy brain function by strengthening your brain with mind challenges.

CRO$$ THE FINISH STRONG!

No matter where your finish line is, finish strong! Post your amazing accomplishment of completing your run/walk on social media using **#MiniMyWay** and by claiming your digital medal on Facebook! Remind your friends and family there is still time to fundraise!

DIGITAL TOOLS YOU CAN USE!

(No Matter Where You Are)

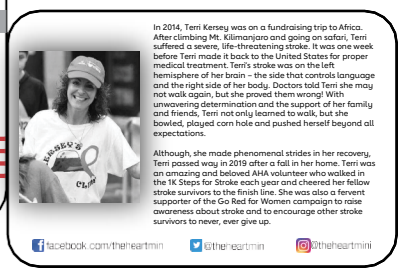
Visit your Heart Mini HQ for these great digital resources and MORE!

CELEBRATING SURVIVORS

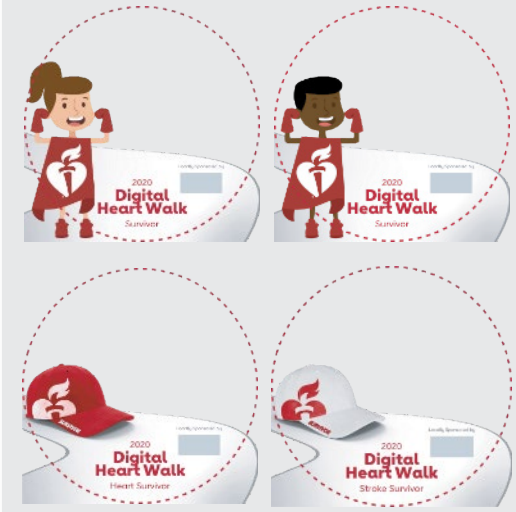
Our heart and stroke survivors and our youngest CHD survivors are true superheroes. Custom Facebook frames are available to celebrate you!

WHY DO YOU #MINIMYWAY?

Fill out the front of your bib with your personal WHY – why do you fight heart disease and stroke? Flip your bib over for a special survivor story, bringing even more meaning to your journey. If you registered after February 28, download your bib and customize your why!

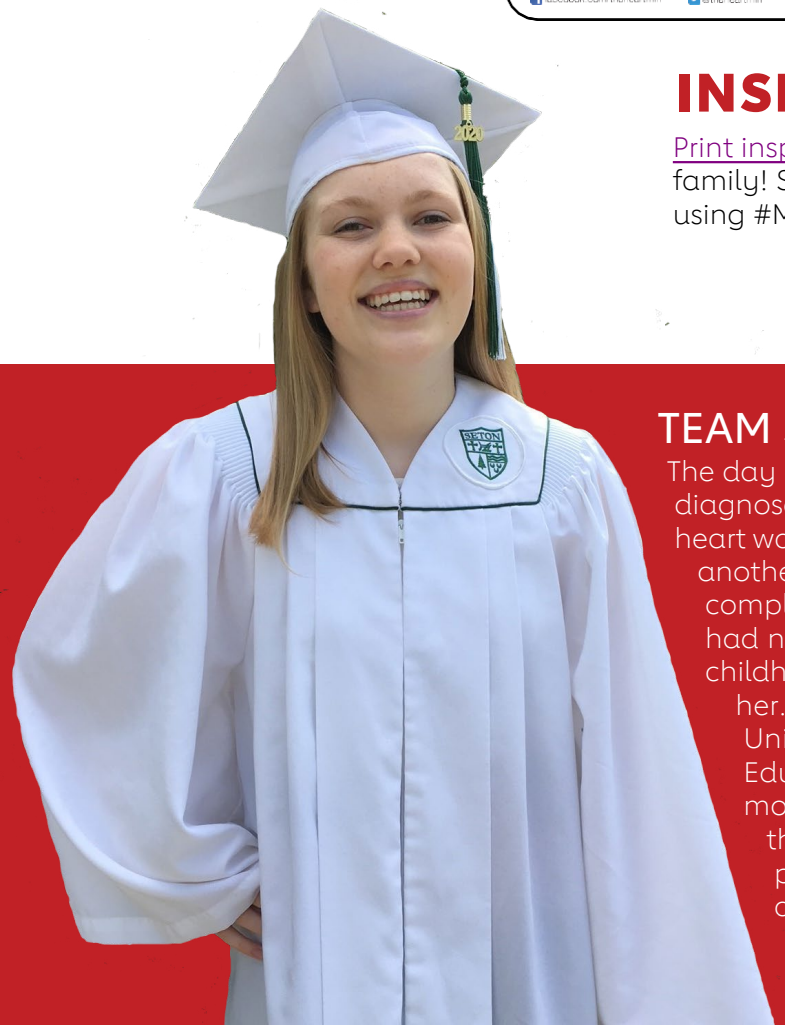


CLAIM YOUR CUSTOM SURVIVOR FACEBOOK FRAME



LOCALLY SPONSORED BY

Cincinnati Children's



INSPIRATIONAL SIGNS

Print inspirational signs to cheer on your friends and family! Share the inspiration with us wherever you are using #MiniMyWay.

LOCALLY SPONSORED BY FHLB CINCINNATI

TEAM SPOTLIGHT: **ELLA'S ENTOURAGE**

The day after Ella was born, she turned a little blue and was diagnosed with Tetralogy of Fallot, a congenital heart defect. Ella's heart was successfully repaired at just three months. Ella will need another surgery to replace her pulmonary valve, which had to be completely removed. Ella did not have to take any medications, had no restrictions to her physical activity and enjoyed a typical childhood. She has sass and strength evident to all who know her. Ella is now 18 years old and a freshman at Mt. St. Joseph University studying Early Childhood Education and Special Education. She is very social and loves to try new things. Ella's mother says, "The surgical repair for Tetralogy of Fallot is less than 50 years old. Without the support of the AHA, medical professionals may not have had the research and advancements necessary for this type of surgery."

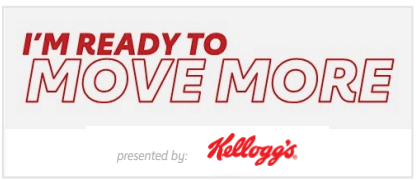
This will be the 17th Heart Mini for Ella's Entourage!

DIGITAL TOOLS YOU CAN USE!

(No Matter Where You Are)

#MINIMYWAY WEEKLY CHALLENGES

Is your Heart Mini experience more than running or walking? #MiniMyWay is all about balance and creating lasting change in your health and your life, one small step at a time. Whether you want to **Eat Smart, Be Well or Move More**, our 12 weeks of curated wellness challenges are ready to start when you are!



While we will celebrate together on March 28, use these challenges year-round to be *Healthy For Good™!*

Does your dog have what it takes to be TOP DOG?

Post a photo of your dog on the Heart Mini Facebook Page using **#MinisTopDog**. Encourage family and friends to "like" your post. The Top Dog to be announced on the @theheartmini Facebook Page!

REWARDS JUST FOR YOU

Save lives and earn swag! You are a relentless force for longer, healthier lives. Your fundraising earns points in your Rewards Center. Log in to your Heart Walk HQ to redeem your points 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! The milestones are:

$100	$250	$500	$1K	$2.5K	$5K
HERO	MEDALIST	WARRIOR	LIFE SAVER	ADVOCATE	CHAMPION

American Heart Association.
Heart Mini-Marathon & Walk™

HEART MINI

Digital Experience Vitals

NOTES:

DATES TO KNOW:

TO DAY — Register online for access to new digital tools and rewards at heartmini.org

FEB. 28 — Move More Activity Challenge goes LIVE in the Heart Walk app

MAR. 22 — Week of wellness kicks off for a full week of health & inspiration!

MAR. 28 — **Cincinnati Heart Mini Digital Experience** Share how you #MiniMyWay!

MAY 9 — Last day to redeem your Heart Hero Gear from the Rewards Center

FAQs

Click here to visit our frequently asked questions!

SAY YES TO HEALH. SAY YES TO SAVING LIVES!

You and your donors are contributing to, witnessing, and progressing life-saving science.