



Get ready for Kids Heart Challenge!

Dear Parent or Guardian,

It's time for the **Kids Heart Challenge!** Did you know that heart disease is the No. 1 killer of all Americans, 80% of it may be preventable through lifestyle changes? For 40 years we have been teaching children the importance of heart-healthy habits – a foundation for the rest of his/her life. This service-learning program will also share with your child the inspirational stories of children who have been touched by this disease while they raise funds to help kids like them and save and improve all lives.

Here's how it works:

- Your child has received his/her fundraising envelope. Start by setting up a personal fundraising page—easy directions are on the back of this letter.
- Ask family and friends if they'd like to donate. Not sure what to say? Your child can use the simple script on the collection envelope.
- Encourage your child to get ready to jump, shoot hoops and have fun at his or her school event!

As part of Kids Heart Challenge, your child will choose a heart-healthy message and share lifesaving tips. There is even a parent corner with tips on keeping your children healthy at home!

Your school can earn money for PE equipment and your child earns fun prizes that encourage him/her to keep up the good work for heart health. And that's something to jump up and down about!

NEW! Bring your Heart Heroes to life!

Search "Kids Heart Challenge" in your app store to download the **free mobile app** and see your sticker, wristband, and Heart Heroes juggle, dance, jump and play!



Bring your sticker to life with your app.

Turn this page over for simple directions on setting up a personal fundraising page and sending heart-healthy messages.

Welcome to Heartsville! Meet Our Heart Heroes!



Register—
Get a free
WRISTBAND



Get it now!

Be You!



Raise \$5—
Get **ECHO**
PLUS a clasp
to clip to your
backpack



Get it now!

Be a
Warrior
for Strong
and Giving
Hearts!



First online
donation—
Get **FINN**



Get it now!

Watch
Out for
Hidden
Salt!



Raise \$20—
Get **OSCAR**



Get it after
the event

Be
Physically
Active



Raise \$35—
Get **SPRINKLES**



Get it after
the event

Color
Your
Plate



Raise \$40
online—
Get **RUBY**



Get it now!

Avoid
Sugary
Beverages



Raise \$100—
Get **SPLASH**



Get it after
the event

Avoid
Tobacco!



Raise \$200—
Get **FIERY**



Get it after
the event

Register at
heart.org/KidsHeartChallenge
OR, on your app. Find it by searching
"Kids Heart Challenge"
in your app store.



Here's Your Homework

Help your child set up a personal fundraising page. They will earn a fun glow-in-the-dark wristband just for registering.



Here's what to do:

- Visit heart.org/kidsheartchallenge, or search “kidsheartchallenge” in your app store and download the app. Find your school and join the team. *(Even if you've participated before, you'll need to start by finding your school.)* (image 1)
- Select whether you're a new or returning participant. If you're new, fill out the form to set up your account. If you're returning, enter your user name and password and update your information. *(Hint: Make sure your username and password are easy to remember since you'll be able to use them again next year.)*

Now you and your child are ready to have some fun by customizing his/her personal fundraising page.

- Track your progress and kick things off with your own personal donation. (image 2)
- Send emails and ecards asking for donations. (image 3)
- In your app store, you can fundraise unlock your heart heroes, play games and more!

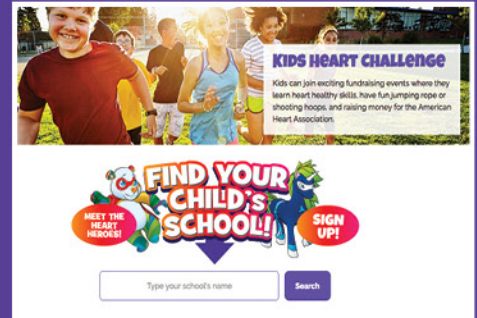
Plus, each time your child visits the headquarters, he or she will see badges earned and have a chance to unlock special surprises. More visits mean more chances to share messages about heart health and raise funds for the American Heart Association.

PS: Always fundraise the smart and safe way. Do not go door-to-door or ask strangers for donations. Please convert cash donations into checks payable to the American Heart Association and ask your donors if their employers match employees' contributions!

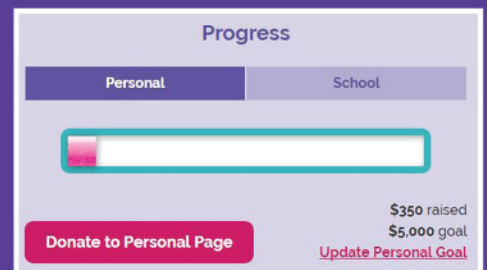
www.matchinggifts.com/aha

Register at
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OR, on your app. Find it by searching
“Kids Heart Challenge”
in your app store.

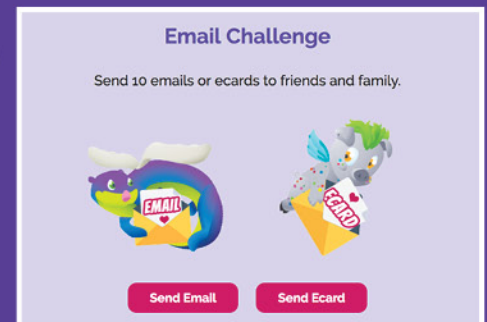
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