



# Get Hearts Pumping!



The Kids Heart Challenge™ focuses on physical and emotional health — and gets everyone in on the fun.



Sign Up Today!

## What You Get



### YOUR CHOICE OF MOVES

There's something for everyone with:

- Jumping rope
- Shooting hoops
- Warrior obstacles courses
- Dancing
- And much more!

We've teamed up with the American Dance Movement to produce instructional videos featuring some of the top names in dance!



### CURRICULUM OPEN

We've partnered with **OPEN** to provide you exclusive curriculum\* that will help you get your kids active in class.

- **New components:** Dance and warrior features are now part of our PE-focused modules.
- **Professional development**

\*Only available through the Kids Heart Challenge Teacher Resource website.



### TRENDY TECH

Kids interact with characters that teach physical and social wellness.

- **Augmented reality**
- **Awesome app**
- **Easy online fundraising**



### MORE FUNDS FOR YOUR SCHOOL

Need wins to further your students' physical and emotional well-being? You'll receive:

- **Certificates for fitness equipment and resources, plus free shipping on orders.** Earn US Games certificates and get 10% off the expanded catalog, plus FREE shipping.
- **Cash awards.** Your school can earn cash rewards. We'll cut you a check to spend how you want.
- **Grant opportunity.** Apply for a Kids Heart Challenge Grant for even more funding that benefits kids.



### LESSON PLANS

- **Whole child:** Expanded curriculum focuses on the whole child — including social, emotional and physical well-being.
- **Heart & Brain Resources:** Activities address the important roles of the heart and brain in helping bodies function and what students can do to keep them healthy.
- **Brain Boosts:** Short breaks to get your students up and moving while learning fast facts.



### SUCCESS SUPPORT

- More tools now available online.
- Educator social communities share best practices, stories and successes.



#kidsheartchallenge

heart.org/KidsHeartChallenge

# What the Dollars Do

The American Heart Association works hard to tackle what matters most to educators and parents — preparing children for success through physical and emotional well-being.

## PE IS A PRIORITY!

- We fight for quality physical education in schools.
- We advance policies that prioritize students' and staff well-being.

## HEALTHY FOOD = HEALTHY KIDS!

- We help ensure that 44 million school meals meet dietary guidelines.
- We advocate for all restaurant meals marketed to children meeting nutrition guidelines.
- We work for safe routes to schools, and healthy snacks in them.
- We fight for access to healthy foods for all families.

## A GENERATION OF LIFESAVERS!

- CPR in Schools trains millions of students and teachers to save lives.
- We helped pass laws requiring CPR training for graduation in 38 states.
- CPR can double or even triple the chance of surviving cardiac arrest.

## WE LIKE TO MOVE IT, MOVE IT!

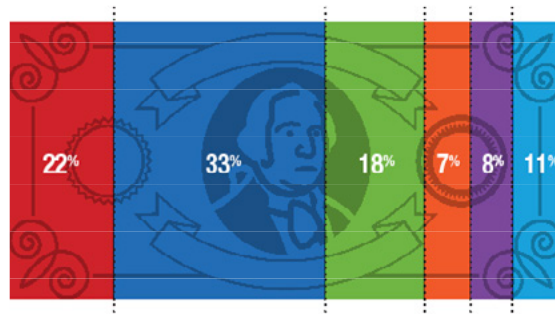
- We've teamed up with the NFL to create NFL Play 60 to teach the importance of getting 60 minutes physical activity daily. Together, we have helped more than 5.5 million students get physically active.
- We help teachers buy more PE equipment through US Games give-backs.



**"I love being an advocate for kids with health challenges and being a volunteer in my community."**

**-Sophia  
Age 11, Texas**

Dollars raised help fund community initiatives, education, research and quality of care – all to fight the No. 1 killer in the world, heart disease.



**22% Research**  
**33% Public Health and Education**  
**18% Professional Education and Training**  
**7% Community Services**  
**8% Management and General**  
**11% Fundraising**



**American Heart Association.**

***A Relentless Force for a World of Longer, Healthier Lives.***

