



# Ellsworth Hill - Let's 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.

## Let's work together as a team!

- (1) When our school reaches \$2000 in donations, **ALL** students will receive Echo and a clasp to attach to your backpacks.
- (2) Our goal this year is to raise \$7000 together! When we reach this goal, **ALL** students will earn a JUMP ROPE!

**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**

**GLOW**

Get it now!

Be You!



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

**NINJA  
POWER**

Get it now!

Be a  
Warrior  
for Strong  
and Giving  
Hearts!



First online  
donation—  
Get **FINN**

**GLOW**

Get it now!

Watch  
Out for  
Hidden  
Salt!



Raise \$20—  
Get **OSCAR**

**WINGS**

Get it after  
the event

Be  
Physically  
Active



Raise \$35—  
Get **SPRINKLES**

**CRAZY  
HAIR**

Get it after  
the event

Color  
Your  
Plate



Raise \$40  
online—  
Get **RUBY**

**PLUSH**

Get it now!

Avoid  
Sugary  
Beverages



Raise \$100—  
Get **SPLASH**

**PLUSH**

Get it after  
the event

Avoid  
Tobacco!



Raise \$200—  
Get **FIERY**

**GLOW**

Get it after  
the event

Register at  
[heart.org/KidsHeartChallenge](http://heart.org/KidsHeartChallenge)  
OR, on your app. Find it by searching  
"Kids Heart Challenge"  
in your app store.



## All students will receive a wristband!



### Here's what to do:

- Visit [heart.org/kidsheartchallenge](http://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!

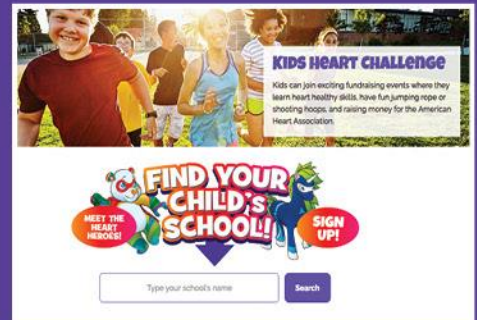
Plus, each time your child visits the headquarters, he or she will see badges earned and have a chance to unlock special surprises. More visits mean more chances to share messages about heart health and raise funds for the American Heart Association.

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!

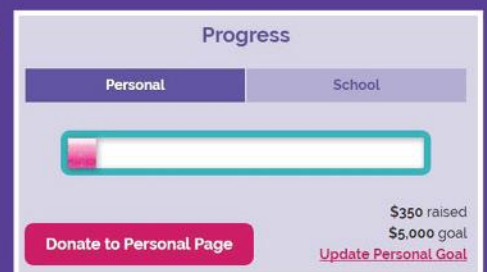
[www.matchinggifts.com/aha](http://www.matchinggifts.com/aha)

Register at  
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1



2



3



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