



## Get Hearts Pumping!

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

## 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!



### MORE FUNDS FOR YOUR SCHOOL

Need funds 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.



### 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.



### LESSON PLANS

- **Whole child.** Expanded curriculum focuses on the whole child — including social, emotional and physical well-being.
- **Vaping.** Activities address the dangers of electronic cigarettes — the most popular form of tobacco used by U.S. middle and high school students.
- **Brain Boosts.** Use short breaks to get your kids up and moving while learning fast facts.



### TRENDY TECH

Kids interact with six characters that teach physical and social wellness.

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



### 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 student and staff well-being.

## HEALTHY FOOD = HEALTHY KIDS!

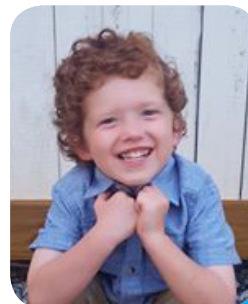
- We help ensure that 44 million school meals meet dietary guidelines.
- We work to ensure all restaurant meals marketed to children meet nutrition guidelines.
- We work for smart snacks in schools, safe routes to school and access to healthy foods.
- In collaboration with the Alliance for a Healthier Generation, we push for healthier meals and physical activity for kids.

## 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!

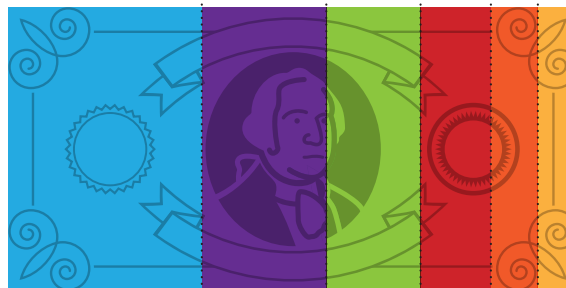
- We help more than 4 million students get at least 60 minutes of daily physical activity through NFL Play 60.
- We help teachers buy more PE equipment through US Games give-backs.



**“I love being a part of Kids Heart Challenge to bring awareness about heart disease and all the great things that the AHA can do for us!”**

**– Levi, Age 6, Georgia**

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



**34% PUBLIC HEALTH EDUCATION**  
**21% RESEARCH**  
**18% PROFESSIONAL EDUCATION AND TRAINING**  
**12% FUNDRAISING**  
**9% MANAGEMENT AND GENERAL**  
**6% COMMUNITY SERVICE**



**American Heart Association.**

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

