

Dear Parent/Guardian,

We are thrilled to be supporting the American Heart Association to help teach our students and families how to take care of their hearts through the *Jump Rope For Heart* and *Hoops For Heart* program. What does your child get out of participating?

1

YOUR CHILD learns about the importance of the heart—how it works, and how to take care of it: With the educational programs from the American Heart Association, our students learn how the heart works, how exercise affects their hearts and how to stay **FIT FOR LIFE!** Approximately 80 percent of the funds raised go directly to the mission, funding extensive research efforts, heart education and programs to help us all live healthier lives.

2

YOUR CHILD reaches out to friends and family: The safe online tool makes it easy for your child to set up a web page and send emails to support their fundraising efforts and to share life-saving information. The new app for smartphones also makes it easy for your student to text friends and family to join their campaign to be a heart hero. When your kids talk about their reasons for participating (such as a lost loved one or a family history of heart disease), it helps them connect the dots to a healthier life (and might even inspire a few other family members).

3

YOUR CHILD feels good for making a difference in people's lives! Funds raised support the heart association's research and education initiatives that *save lives in our community*. Heart disease is the No. 1 killer of all Americans and more people die of heart disease than all forms of cancer combined. The American Heart Association is second only to the U.S. government in funding research in heart disease and stroke. Additionally, the school earns money for PE equipment so we can keep our kids MOVING!

We hope you are as excited as we are to support our students in this important experience. If you have any questions or would like to volunteer, please let me know. Visit www.heart.org/jump or www.heart.org/hoops to get started today!

EVENT DATE: In PE class February 18-20

Envelope Due Date: on day of event



HEART HERO Ariana, age 9

My name is Ariana and when I found out my sister was going to be born with a heart defect, I was very worried. Briella spent her first 77 days in the hospital and came home with a beautiful scar we all call her "special zipper." My sister needs a few more surgeries. She has many conditions: tetralogy of fallot, double outlet right ventricle, pulmonary stenosis, atrial septal defect, ventricular septal defect and anomalous pulmonary venous return. At first all those things were very confusing to me, but my mom showed me lots of diagrams to understand my sister's special heart.

When my school handed out papers for our event, I knew this was something I had to do to honor my little sister. I want to help raise awareness and funds for other babies like her. I am proud of my sister and proud I get to help make a difference.



It Takes Heart to be a Hero!

Want to make fundraising easier?

You can send emails, texts and donation requests from your phone. Search "Jump/Hoops" to download the app and you can help raise money that can fund life-saving research while you are away from your computer!



SHAPE America is a proud program partner of Jump Rope For Heart and Hoops For Heart.



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REGISTER ONLINE today! Here's how...

Step 1: Go to www.heart.org/jump or www.heart.org/hoops and click on **Register Today**.

Step 2: In the **Search For Your School** area, click on your state, enter the city where your school is located and click the first letter of your school's name. Once you find your school, click on **Join Team**.



Step 3: Create your own Username and Password and answer a security question. **Click Continue.** (Be sure your Username and Password are easy to remember).

Step 4: Fill out the registration form. Review the **Online Waiver** and click the box to accept it. Once you are done, click the **Continue** button.

Step 5: A **Share With Your Friends** screen will pop up. Enter a message that you would like to share via social media and click on the program(s) that you would like to use. Once you are done, click the **Publish** button. You'll see a confirmation screen and a button you can click to enter your HeadQuarters and set up your web page. Or, click the "X" in the upper right hand corner of the pop up box to skip this step.

Step 6: Download the mobile app by searching for Jump/Hoops.



Apple iTunes

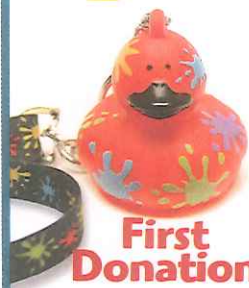


Google Play Store

- Please make checks payable to American Heart Association.
- Ask your sponsors if they work for a company that matches the contributions of their employees. They can provide you with their company's matching gift form to include in your collection envelope.
- For the safety of our children, we ask that your child NOT go door-to-door or ask strangers for donations.

We Are Getting Our DUCKS in a Row! Collect all 6!

Your teacher has these 3 ducks now!



First Donation

With a \$5 donation, students receive **Splatter Quacky** and a lanyard (see envelope for the coupon to tear off and send to school with your child to receive this duck).



Online

With their first online donation, students receive **Scribbles Ninja**.



Online

With \$75 in online donations, students receive **Ms. Cool Duck**.



\$35

When students raise \$35, they will receive **Spy Duck** after the event.



\$100

When students raise \$100, they will receive **Sock Duck** after the event.



\$200

When students raise \$200, they will receive **Ski Dude Duck AND a Super Duck Trophy** after the event.

Get your Ducks today and show your support for the American Heart Association and commitment to living heart healthy!