American Heart Association®

life is why™

JUMP ROPE FOR HEART℠

SHAPE America SOCIETY OF HEALTH AND PHYSICAL EDUCATORS®
health. moves. minds.®
SHAPE America and the American Heart Association collaborate on the Jump Rope For Heart and Hoops For Heart programs.

Dear Parent/Guardian,

It's time for Jump Rope For Heart, American Heart Association's program that teaches students in 38,000 schools nationwide valuable lessons that will last a lifetime, such as:

YOUR CHILD learns about the importance of taking care of their heart and how it works. Did you know that heart disease is the leading cause of death in America? We can change that — 80 percent of risk factors for heart disease are preventable.

YOUR CHILD learns the importance of helping others through this service learning project. Did you know that a lion's roar can be heard from five miles away? Your child has the ability to make a difference and share their ROAR for heart health loud and clear! We're asking them to take their own heart challenge through our Zoo Crew E-Card and asking them to share that message with others. When they take the challenge and send it to 10 people, they will earn Rory's Zoo Crew Badge.

YOUR CHILD feels good for making a difference in people's lives! Funds raised support the American Heart Association's research and education initiatives that save lives in our community. Additionally, the school earns money for PE equipment so we can keep our children MOVING!

We've made it easy for your child to ask for donations in person, or by
sending messages online or through our free mobile app!

- In person—practice sharing your heart-health message using the script on your collection envelope.

- Mobile App or online— download the free mobile app by searching Jump in the app store or log onto **heart.org/jump**

As they share the message of heart-health and raise money, students will earn members of our Zoo Crew!

We look forward to celebrating at the event! Thank you for support!

EVENT DATE: <u>February 13 - 16</u>

Envelope Due Date: <u>February 24</u>

REGISTER ONLINE today!

Here's how…
Step 1: Go to heart.org/jump
Step 2: In the **Find Your School** and **Sign Up** area, click on your state or enter the city where your school is located. Click on the first letter of your school's name. Once you find your school, click on **Join Team**.
Step 3: Create your Username, 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're done, click the **Continue** button.

Take the Challenge!!!

And send your E-Card!

Here's how…
Step 1: Once you're registered, log in to your HQ and click on the E-Card under Step 2.
Step 2: Choose your character, background and personalize your card with your own picture (optional).
Step 3: Take a challenge.
Step 4: Add a personalized message or use the one provided and send to as many friends and family as possible. You can also share on social media and have friends support you that way.

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.

Look for this coupon on the donation envelope!

Parents,
When your child raises $5 for Jump Rope For Heart — fill out this coupon, tear it off and send it back to school with your child. They will receive their first Zoo Crew character, Rory, as well as a lanyard!

When you take the ZOO CREW ECARD CHALLENGE and share with 10 people, you'll get **Rory's Zoo Crew Badge** to add to your lanyard.

I accept the challenge to:
Choose to drink water instead of sugary drinks
Be physically active for 60 minutes a day
Eat a fruit or veggie with every meal

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Rory's ZOO CREW Badge

heart.org/jump