



American Heart Association.

**KIDS
HEART
CHALLENGE™**

GET STARTED WITH THE KIDS HEART CHALLENGE TODAY!

Mark Your Calendar:

Event Date:

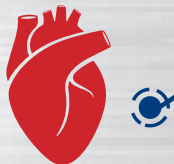
Envelope Due Date:



REGISTER TODAY

Register online to earn our red KHC wristband with a secret message on it. Complete all of Finn's Missions to earn his exclusive yellow wristband and a secret message from Finn himself!

Use your decoder to solve the mystery messages.



Did You Know?

Heart disease is the **No. 1** killer of all Americans, but **80%** of it may be preventable through lifestyle changes.

An estimated **40,000** babies are born each year with congenital heart defects.

Homework with Heart

Dear Parent or Guardian,

By participating in **Kids Heart Challenge**, your student will raise funds to help kids with special hearts and make all communities healthier. They'll also learn about taking care of their own hearts and participate in cardio-pumping challenges. Plus, your school can have a chance to earn PE equipment and your child can earn fun thank-you gifts!

Steps to get started:

- 1 **REGISTER:** Download the **Kids Heart Challenge app** or visit heart.org/KHC.
- 2 **PICK A CHALLENGE:** Your student takes a daily health challenge to **move more, be kind** or **choose water over sugary beverages**.
- 3 **SET A GOAL:** Set a fundraising goal with your child and send emails, texts and social media messages to invite friends and family to support it.

Hey, Kids! Explore your Heart Hero Headquarters.

- ➔ Use our **Kids Heart Challenge app** to bring our Heart Heroes to life using Augmented Reality!
- ➔ Personalize your fundraising page. With your parent's permission, add your photo and information about your daily health challenge and goals.
- ➔ See how much money you've raised and how close your school is to reaching its goal.
- ➔ See the badges you've earned and learn about the Heart Heroes.
- ➔ Track your progress on your daily challenge.
- ➔ Head over to Heartsville where you can play games, watch bonus videos about Heart Heroes and take on **Finn's Missions!**



TO LEARN MORE ABOUT HOW TO REGISTER FOR KHC, DOWNLOAD THE KHC APP TO SCAN THE SPECIAL SYMBOL.



New Name. New Mission.

Kids Heart Challenge is the American Heart Association's evolution of Jump Rope for Heart.* Our renewed focus is on children's total wellness — including heart as well as social and emotional health.

*Jump Rope for Heart was a joint program with SHAPE America.

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