



JUMP ROPE and SAVE LIVES!

Dear Parent or Guardian,
Our school is proud to partner with the American Heart Association again this year! Last year we participated in **JUMP ROPE FOR HEART** and this year we're kicking off **KIDS HEART CHALLENGE!!!** We are excited to continue **JUMPING ROPE** and to help those with special hearts. 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.

Here's how it works:

- Your child has received his/her fundraising envelope. Start by setting up a personal fundraising page—easy directions are on the back of this letter.
- Ask family and friends if they'd like to donate. Not sure what to say? Your child can use the simple script on the collection envelope.
- Encourage your child to get ready to jump, shoot hoops and have fun at his or her school event!

As part of Kids Heart Challenge, your child will choose a heart-healthy message and share lifesaving tips. There is even a parent corner with tips on keeping your children healthy at home!

Your school can earn money for PE equipment and your child earns fun prizes that encourage him/her to keep up the good work for heart health. And that's something to jump up and down about!

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!
	Raise \$5— Get ECHO PLUS a clasp to clip to your backpack	NINJA POWER Get it now!
	First online donation— Get FINN	GLOW Get it now!
	Raise \$20— Get OSCAR	WINGS Get it after the event
	Raise \$35— Get SPRINKLES	CRAZY HAIR Get it after the event
	Raise \$40 online— Get RUBY	PLUSH Get it now!
	Raise \$100— Get SPLASH	PLUSH Get it after the event
	Raise \$200— Get FIERY	GLOW Get it after the event

Register at
heart.org/KidsHeartChallenge
OR, on your app. Find it by searching
"Kids Heart Challenge"
in your app store.

