



American Heart Association®

Heart Walk®

Monday, October 11- Saturday, October 16

www.greatermarylandheartwalk.org

DIGITAL EXPERIENCE GUIDE

From a week of wellness to a new physical activity app, we have so many fun and healthy activities planned to take this Digital Experience to the next level! Be sure to join us on Facebook for the 2021 Greater Maryland Heart Walk Digital Experience!



REGISTER & ASK YOUR FRIENDS AND FAMILY TO JOIN YOU

Register at
www.greatermarylandheartwalk.org



LACE UP WITH US AT THE HEART WALK COACH RALLY

Thank you for joining us on June 24th for the Heart Walk Coach Rally, locally sponsored by the Baltimore Ravens. Click [here](#) to watch a special video from Coach Harbaugh!



RECRUIT & RALLY IN RED

Join us on September 1st for Rally Day and recruit 10+ teammates to join your team



CELEBRATE

Run, walk, bike, and hike on Saturday, October 16th. Share your photos with us using #MDHEARTWALK on [Facebook](#)



JOIN US

Join us for your Heart Walk experience October 11th-October 15th! A weeklong of interactive offerings and resources tailored around move more, eat smart, and be well messaging.



CONNECT EASILY

Connect your Greater Maryland Heart Walk personal page to your Facebook page to ask friends and family to donate

Thank You!

Thank you to our Healthy for Good Sponsors



Thank you to our Local Sponsors



Thank you to our Mission Moment Sponsors

ACME Paper
Allegis Global Solutions
APWU Health Plan (Cigna and United Health Care)
Becton Dickinson
BHS
BGE
Bowie & Jensen LLC
Brown Advisory
Carpet Works
Costcon Constructions Services
CRGA Design
CRW Parts
First OnSite
FutureCare
GBMC-Gilchrist-Health Partners
Gordon Feinblatt LLC
Gross Mendelsohn & Associates
JMT
Johnson Controls
JLL

Kelly Benefits
Mariner Finance
Morgan State University School of
Community Health and Policy
NewWave Foundation
NFP
PayPal
Shade Construction
Sheppard Pratt
Shrader Electric
SP+ Parking
SpecWorks, Inc.
Sinclair Broadcast Group
State Mechanical Contractors
Stevenson University
Truist
T.Rowe Price
W.R. Grace
WebbMason Marketing
28 Walker Development

LET'S GET STARTED!

Greater Maryland Heart Walk Digital Experience Made Easy



Participating in the Greater Maryland Heart Walk is about coming together, getting hearts pumping, honoring survivors, and raising lifesaving funds – all while having fun along the way! Get ready to “lace up” with us and run, walk, bike and hike wherever you are on October 16th.



START (OR JOIN) A TEAM. [Register today for instant access to fundraising tools and rewards.](#) By moving the action online, we’re going to reach more people than ever!



RAISE FUNDS & SAVE LIVES. Start fundraising fast with Facebook. Log into your [Greater Maryland Heart Walk HQ](#) to connect your Facebook fundraiser and follow the steps to invite your friends, share updates and collect donations.



LET US CELEBRATE YOU! The more funds you raise, the more points you earn to [redeem Heart Hero Gear](#) and to show your support of the American Heart Association all year long!

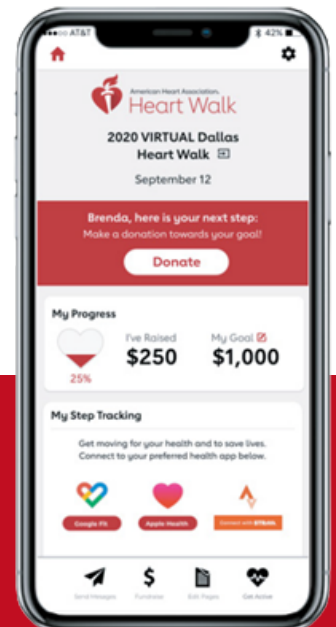
My Personal Impact Goals:

My goal is to raise: \$ _____

Teammates I will recruit: # _____

I Run/Walk For:

[Download the free 'Heart Walk' App](#) to join the Move More activity challenge and kick off your fundraising. You now can track your minutes of activity right from your phone! Through the Heart Walk app you'll be able to log in and start tracking from September 17– October 16!



Heart Walk Experience Guide

October 11 – October 16

Register at www.greatermarylandheartwalk.org

Find a daily dose of inspiration to #MDHeartWalk on the @MDHeartWalk [Facebook page!](#)
Exercise your mind, body and spirit during the week leading up to the Greater Maryland Heart Walk.



MOVE MORE MONDAY October 11

Move more today with binge breaks: [Sofa Stretch](#), [Accent Chair Dips](#), or [Torso Twist](#).
#MoveMoreMD

Looking for even more ways to get moving?
Join us on Move More Monday the week of Heart Walk for more activities!

Join us for Digital Chair Yoga locally sponsored by Poole & Kent.



HEALTHY TIPS TUESDAY October 12

Along with eating right and being active, real health includes getting enough sleep, practicing mindfulness, managing stress, keeping mind and body fit, connecting socially, and [more](#).

Join us for a community conversation locally sponsored by MedStar Health.



BE WELL WEDNESDAY October 13

Cooking more meals at home gives everyone in the family an opportunity to build better eating habits, one plate at a time. Eat Smart resources and challenges at heart.org.

Join the Simple Cooking with Heart live demo, locally sponsored by Johns Hopkins Medicine to learn ways to cook healthy!



SUPERSTAR WALKER AND SURVIVOR THURSDAY October 14

[Raise \\$1,000](#) individually to be recognized as a 2021 Superstar Walker at the Heart Walk! You'll be treated like the VIP you are. You'll have the opportunity to celebrate while enjoying a special Cooking with Heart Demo for VIPs only! Locally sponsored by Vision Technologies.

Join us for a community conversation sponsored by University of Maryland Medical System.



F.A.S.T. FRIDAY October 15

Join us for CycleNation to raise awareness and funds for stroke. Let's be real: Cycling is not only fun, it's a way to look good and feel good. Whether it be on the road or on a stationary bike, we're cycling towards better brain and heart health. Our work will fund life-saving stroke and heart disease research. We're stronger together. Click [here](#) to register!

Time lost is brain lost. Learn the [F.A.S.T.](#) warning signs. Locally sponsored by MedStar Health.



HEART WALK SATURDAY October 16

It's Heart Walk Day!

Join us as we celebrate all survivors and those that said yes to health AND honor all lost loved ones.

The American Heart Association is bringing you "Heart Walk Here", a new Heart Walk experience that includes digital and in-person event experiences.



MOVE MORE MONDAY

October 11

Digital Chair Yoga Sponsored By:  **Poole & Kent**
An EMCOR Company

Lead by Kelli Bethel

10 am - 10:45 am

Click [here](#) to register

Being active is a great way to maintain our physical and mental health – especially during this time of isolation and social distance.
Click the videos below to discover ways you can move more!



Move More Resources

- [7 No-Brainer Ways to Boost Your Activity Level](#)
- [Move More Together](#)
- [Whole Body Health Infographic](#)
- [How to Be More Active During the Work Day](#)
- [Make Every Move Count Infographic](#)





HEALTHY TIPS TUESDAY

October 12

Community Conversation: Intersection of COVID-19 and Cardiovascular Disease

12:00 pm - 1:00 pm
Click [here](#) to register

Locally sponsored by:



It's time to take a stand against harmful tobacco products. Tobacco companies have targeted young people with harmful products for decades but now they're pushing back. Through "BMore Champions4Change", a collaboration with the University of Maryland Medical System @UMDMedCenter, we're empowering the voices of Maryland youth to take action on issues that address their heart health. Learn more and take action [here](#)!



Click the image to learn healthy marinating tips from Chef Stephanie Rose from the Simple Cooking with Heart Kitchen.

Locally sponsored by:



CPR & AED Awareness

Our hands can do so many things, the most important of which may be saving someone's life.

The power is in YOUR hands.

Click [here](#) to watch a safety video about the importance of learning Hands-Only CPR.

**2 STEPS
TO SAVE A LIFE**



Click [here](#) to read the story of Charlie Nordhoff, local CPR Survivor.

Locally Sponsored by:



Click the image above to watch a video on how to properly take your blood pressure.

Locally sponsored by:



BE WELL WEDNESDAY

October 13

Virtual Heart Healthy Cooking Class with AHA Executive Chef Stephanie Rose

6 pm-7 pm

Recipe coming soon!

Click [here](#) to register

Locally Sponsored by:



JOHNS HOPKINS
MEDICINE



Join us in the Kitchen!

Our mission at the Simple Cooking with Heart Kitchen is to teach our Baltimore neighbors how to prepare simple, delicious and inexpensive meals at home so they can enjoy the benefits of eating healthier and feel more confident cooking for their families. Click the below link for a calendar of upcoming virtual cooking classes, and sign up to join us in the Kitchen!

[Simple Cooking with Heart Kitchen Classes](#)

Click the video below for a meditation session!



Stress Management



Mental Health and Wellbeing



Sleep



SUPERSTAR WALKER AND SURVIVOR THURSDAY October 14

Invitation Only VIP, Cor Vitae and Superstar Walker Reception! Join us for an evening of recognition and an exclusive wine and cooking experience.
6 pm - 7 pm

Locally Sponsored by:



**Community Conversation - Adults with Congenital Heart Disease Today:
A Conversation with Regional CHD Providers**

12:00 pm - 1:00 pm

Click [here](#) to register

Locally sponsored by:



Superstar Walkers will also receive an invitation to the VIP Experience at the Heart Walk on October 16th

BECOME AN EXECUTIVE WITH HEART MEMBER

Executives with Heart members commit to personally raising and/or contributing a minimum of \$5,000 to help champion the American Heart Association's mission to create a world of longer, healthier lives.

MEMBER BENEFITS

Recognition at the 2021 Heart Walk
Invitation to 2021 VIP Event
Recognition social media post as an Executives with Heart Champion



2021 Superstar Walker Wearable

Raise \$1,000 on your personal fundraising page to receive this year's Superstar Walker wearable, a red full zip sweatshirt! Look out for an email from Sydney Engelhardt to claim your jacket when you reach this amazing fundraising milestone!



F.A.S.T. FRIDAY

October 15

SAY YES TO HEALTH.
SAY YES TO SAVING LIVES.
SAY YES TO CYCLINATION.
SAY YES TO JOINING OUR TEAM.

Say **YES** and [click here](#) to register today and join our team! Spin where you are and don't forget to download the CycleNation app for easy fundraising and to track your physical activity!



TEAM CAMARADERIE

By moving our action online, teams can be **bigger** and **better** (*nothing unites a team like doing good together*)!



GET IN GEAR

Get moving together with our new activity tracker and challenges



SAVE LIVES

Help the 40% of COVID hospitalizations that are heart or stroke patients



SPOT A STROKE F.A.S.T.

Use the letters in "F.A.S.T." to spot stroke signs and know when to call 9-1-1. Knowing the warning signs of a stroke may be the difference between recovery and disability. Learn more about the symptoms of a stroke by downloading our F.A.S.T. printout.

Locally Sponsored by:



MedStar Health





HEART WALK SATURDAY

October 16

The Heart Walk is happening!

The American Heart Association is bringing you Heart Walk Here, a new Heart Walk experience offering different ways to participate.

The American Heart Association's top priority is the health and well-being of individuals and their families today, in the future, in every community and from here to everywhere.

Moving more is critical to physical health and mental wellness.

No matter where you choose to "Heart Walk Here", participating and donating to the Greater Maryland Heart Walk continues to support the lifesaving mission of the American Heart Association.



Walk where you are and post photos to our [Facebook Event Page](#).

Join us at Camden Yards Sports Complex on October 16th from 8 am - 12 pm.

Host a mini Heart Walk.

Contact your director to learn more about the different ways you can Heart Walk!

WEEK OF HEART WALK ACTIVITIES

No Matter Where You Are



Does your dog have what it takes to be **TOP DOG?**

Post your dog on the [Greater Maryland Heart Walk Facebook Event](#) page during the week of 10.11.21 - 10.16.21. The dog with the most likes will be the winner! The Top Dog will be announced on October 18th at 5 pm. Get creative, share with your families and friends, we can't wait to see all the amazing Top Dogs walking to help us end heart diseases and stroke!

Locally sponsored by:



Kennedy Krieger Institute



Memorial Tree

Watch the Memorial Tree bloom at the Heart Walk on Saturday October 16th.
Can't make it to the Heart Walk?
Submit your tribute name to sydney.engelhardt@heart.org by September 30th to have your loved one included!

Locally Sponsored by:



WEEK OF HEART WALK ACTIVITIES

No Matter Where You Are



#STRONGER Hearts

 **LIFEBRIDGE
HEALTH** Proud Sponsor of
#StrongerHearts



American Heart Association.
Life is Why®

Join us virtually throughout the Week of Wellness and on Heart Walk Day by tagging us on social media! Let's connect toward Stronger Hearts together!

#MDHEARTWALK

Make sure your account is public when using the hashtag the day of Heart Walk to see yourself on the social media wall!



@marylandaha



@heartmaryland



@marylandaha

TUNE IN!

Join us on [Facebook](#) on Heart Walk day to connect with all the other walkers from your city.
Listen together: Heart Walk Playlist coming soon!



WEEK OF HEART WALK ACTIVITIES

No Matter Where You Are



Addicting a New Generation

Not only are more **kids and young adults** using e-cigarettes, they are **using them more often**.

1 IN 3

high school kids are vaping. E-cigarettes and other vaping devices are the most popular tobacco product used by adolescents.



Nearly **90 PERCENT** of smokers **first try a tobacco product by age 18**. But if someone has not started using tobacco by age 26, they are likely to never start.

Many adolescents falsely believe these **new products are safe**. Some don't even realize they contain nicotine. But they can deliver much higher concentrations of addictive nicotine than traditional cigarettes.

There is evidence that kids and young adults may transition from these products to cigarettes and other drugs.



Click here to join the street team!

The American Heart Association and University of Maryland Medical System are forming youth street teams to build healthier neighborhoods by advocating for tobacco use prevention

Cranberry Catapult

Click [here](#) to get the directions to the cranberry catapult kids activity.



How Does this Connect to STEM?

We use science to test how far the catapults flung the items we chose. We use technology to assist us in building our simple catapults. We use our engineering skills to actually build the popsicle stick catapults. We use math to determine the supplies needed to build the catapults.

STEM kits will be distributed to the first 100 participants that visit the Stanley Black & Decker STEM table,

or

Get your own supplies and make it at home - post your projects on the [Facebook Event Page](#)!

A video with one of our Heart Walk Warriors coming soon!

Locally Sponsored by:

StanleyBlack&Decker

DIGITAL TOOLS YOU CAN USE!

No Matter Where You Are



VOLUNTEERS NEEDED!

The 2021 Greater Maryland Heart Walk is seeking your time and talent! We need help from our amazing community members and service-minded groups for this year's Greater Maryland Heart Walk. Join us, Saturday, October 16, 2021 at the Camden Yards Sports Complex! We are asking for volunteers to help in multiple capacities before, during and after the event to help make this year a huge success.



To join us as a volunteer, please [Click Here](#).

Thank you for all your support as we work together to make this year's Heart Walk the best one yet! If you have any questions about joining us for the Heart Walk or want to know more about volunteering, please do not hesitate to contact sydney.engelhardt@heart.org.

Thank you to our Local Sponsor:



Survivors are the **HEART** of every walk. As part of your Heart Walk, survivors are given commemorative red or white ball caps to wear during the walk to show their triumph over heart disease or stroke. To celebrate our child Heart Heroes, we offer special **SUPERHERO CAPES** for young survivors.

Pick up your Survivor Gear at the Heart Walk on October 16th!

WEEK OF HEART WALK ACTIVITIES

No Matter Where You Are

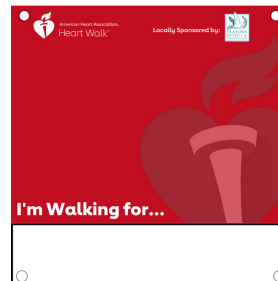


Fundraising
Challenges
Coming Soon

Keep your eye out for a
Matching Gift opportunity,
locally sponsored by:



Make sure to stop and take
a selfie at the event Mile
Markers! 1 and 2 mile route
options available
Locally sponsored by:



Click [here](#) to
download the
"I'm Walking For" Bib!
Locally sponsored by:



Claim Your Email Badges



Click the logos below for each
Facebook Frame!

Start Line Frame:
locally sponsored by:



Finish Line Frame:
locally sponsored by:



DIGITAL TOOLS YOU CAN USE!

No Matter Where You Are



How to Connect with LinkedIn

1. Sign into LinkedIn and go to Start a Post on your home feed.
2. Type your message or use the [sample language](#).
3. Find your personal fundraising link by visiting your team page on the Heart Walk website.
4. Add a photo or video (could be a team photo of a past Heart Walk, a personal photo that represents your "why", or a personalized video message to talk more about why others should support the Heart Walk).
5. Add the local event hashtag at the bottom #MDHeartWalk
6. Select who you want to see your post – Everyone means anyone can see it or choose to just share with your Connections.
7. Click post. Make sure to check back on your post in case anyone comments or ask questions. The more interactive, the better chance of getting others to participate or donate!

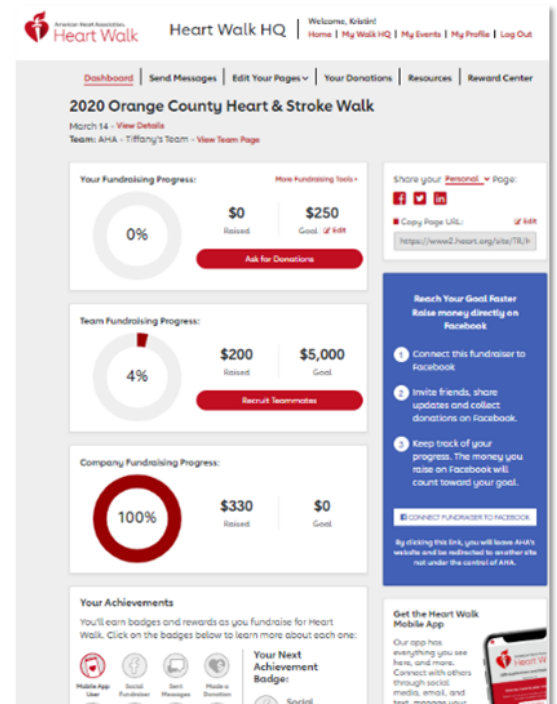


HOW TO FACEBOOK FUNDRAISE:



- STEP 1: Register for Heart Walk
- STEP 2: Go to 'MY DASHBOARD'
- STEP 3: Scroll down & click 'CONNECT TO FACEBOOK FUNDRAISER'
- STEP 4: Enter your Facebook login info
- STEP 5: Start fundraising!

- The funds you raise on Facebook will roll up into your overall Heart Walk fundraising total.
- Start with Heart: To make sure the funds reach your Heart Walk efforts; you must be a registered participant who connects through your Heart Walk Headquarters to your Facebook Fundraiser. If you start a fundraiser on Facebook first, the American Heart Association does not receive the information to credit back to your event, company, team or to you personally.



Greater Maryland Heart Walk

Digital Experience Vitals



DATES TO KNOW:

**TO
DAY**

Register online for access to new digital tools and rewards at greatermarylandheartwalk.org

**June
24**

Greater Maryland Coach Rally, locally sponsored by the Baltimore Ravens.



**Sept.
1**

Save the Date: Heart Walk Rally Day

**Sept.
17**

Move More Activity Challenge goes LIVE in the Heart Walk app

**Oct.
11**

Week of wellness kicks off for a full week of health & inspiration!

**Oct.
16**

Greater Maryland Heart Walk
Share how you **#MDHEARTWALK**

**Nov.
27**

Last day to redeem your Heart Hero Gear from the Rewards Center

FAQs

[Click here for the frequently asked questions](#)

SAY YES TO HEALTH. SAY YES TO SAVING LIVES!

You and your donors are contributing to, witnessing, and progressing life-saving science.