



The Kids Heart Challenge is coming to Indian Hill Elementary School! February 20th-28th during PE classes

Dear Parent/Guardian,

Our school is proud to partner with the American Heart Association again this year! In the past, we participated in Hoops For Heart and this year we're kicking off the **Kids Heart Challenge!** We're excited to continue shooting hoops to help those with special hearts!

Students will learn about the importance of taking care of their hearts and how it works. Heart disease is the leading cause of death in America, but 80% of the risk factors are preventable through lifestyle changes. As part of our program, students will participate in cardio pumping activities, pledge to improve their own heart health, learn about making heart healthy choices and build upon their character, all while raising lifesaving donations to help save and improve lives. Our school can even earn money for PE equipment and your child earns fun thank you gifts that encourages them to keep up the good work for heart health. And that's something to jump up and down about!

Here's how it works:

- Start by setting up a personal fundraising page at www.heart.org/kidsheartchallenge or download the Kids Heart Challenge mobile app.
DON'T FORGET TO TAKE THE HEALTH CHALLENGE!
- 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.
- Post the event on social media to request donations.
- Ask donors if their employers match employee contributions! Matchinggifts.com/aha.
- Encourage your child to get active and have fun at his or her school event!

I hope you are as excited as we are to support our students in this important experience.

The PE Department

Your student can earn the following Thank You Gifts based on their level of involvement. (All prizes are cumulative.)



\$10 ONLINE -
Finn & Clip (INSTANT)



\$25 ONLINE -
Echo (INSTANT)



\$50-Heart Hero T-Shirt



The top 10 fundraisers will receive a basketball!

Register **ONLINE** today at
heart.org/kidsheartchallenge

Students will earn a glow in the dark wristband just for registering online and taking the health challenge -
No Donation Required!



Step 1: Go to heart.org/kidsheartchallenge



Step 2: Find your school

Step 3: Choose new or returning participant and input your info! If you're new, fill out the form to set up your account. If you're returning, enter your user name and password and update your info. *Be sure your username and password are easy to remember.*

Step 4: Customize your personal fundraising page

Step 5: Kick things off with a personal donation

Step 5: Send emails/ecards asking for donations

Step 6: Track your progress & earn cool thank you gifts.



Don't forget to download FREE MOBILE APP!
Search "kidsheartchallenge" in the app store. You can fundraise with your social media accounts and unlock your heart hero characters, tattoo, sticker and wristband. Scan them and they come to life right on your mobile device!

Please make checks payable to the American Heart Association. Donations are due on Feb 28th