

Dear Parent/Guardian,

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

1 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. Each member of the Zoo Crew teaches healthy habits for life!

2 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 challenging 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.

3 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 kids 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/Hoops in the app store or log onto heart.org/jump or heart.org/hoops.

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 your support!

EVENT DATE: February 27 - March 3, during Physical Education

Envelope Due Date: on or BEFORE March 3, 2017!



SHAPE America and the American Heart Association collaborate on the Jump Rope For Heart and Hoops For Heart programs.

Your Support Can Save Lives!

The American Heart Association is second only to the U.S. government in funding research in heart disease and stroke.

Join the Zoo Crew! Collect all 6 Characters and Rory's Zoo Crew Badge



Rory McFiercely III
\$5



Mr. Tusker
First Online Donation

Be Physically Active



Savanna Bolt
\$85 Online

Avoid Sugary Beverages



E-Card Challenge



Jade Shoots
\$20



Jenny Kicks
\$35



Finley Chillerton
\$100

Eat More Vegetables

Avoid Tobacco

Watch Out for Salt

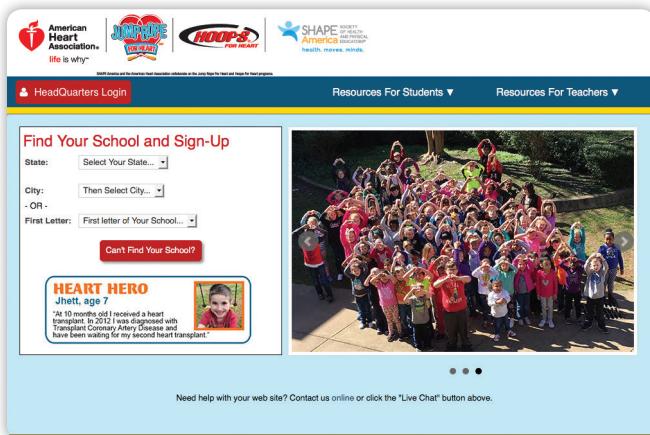
REGISTER ONLINE today! Here's how...

Step 1: Go to heart.org/jump or heart.org/hoops.

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.



And then send your E-Card! Here's how...

Step 1: Once you're registered, log in to your HeadQuarters 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.



HEART HERO

Jaeven, age 11

I have two brothers, Mikey and Jadrien. I have a rare heart condition named Total Anomalous Pulmonary Venous Return. I was only 2 weeks old when doctors performed a surgery to help my heart function correctly. I'm not allowed to play

rough sports like football or hockey and cannot eat too much salt or fat.

I feel great now. I always play basketball when I get home from school and eat healthy foods. I hope kids with heart conditions can have a normal life like me when they get older.

For the past 2 years, I have been the top fundraiser at my school. My wish is to be the top fundraiser again this year because it is such an important cause to me.