



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

Jump Rope For Heart/ Hoops For Heart is coming

Dear Parent or Guardian,

It's time for Jump Rope For Heart/Hoops For Heart! Did you know that heart disease is the No. 1 killer of all Americans, 80% of it may be preventable through lifestyle changes? Jump Rope For Heart/Hoops For Heart will teach your child 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 Jump Rope For Heart and Hoops For Heart, 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!

Through Jump Rope For Heart and Hoops For Heart, 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!

This year's fun theme is The Scare Squad: On the Prowl for Heart Health.

SCARE SQUAD MEMBER

Register—
Get a free
WRISTBAND

GLOW

Get it now!

Protect
Your
Health



Raise \$5—
Get **JAX**
PLUS a monster
clasp to clip to your
backpack

**NINJA
POWER**

Get it now!

Help
Others



First online
donation—
Get **CHARGER**

GLOW

Get it now!

Avoid
Sugary
Beverages



Raise \$20—
Get **FINSTER**

**"FIN-
TASTIC"**

Get it after
the event

Be
Physically
Active



Raise \$35—
Get **ROCKY**

**CRAZY
HAIR**

Get it after
the event

Color
Your
Plate



Raise \$40
online—
Get **DISCO**

PLUSH

Get it now!

Avoid
Tobacco



Raise \$100—
Get **PETUNIA**

PLUSH

Get it after
the event

Watch
Out for
Salt

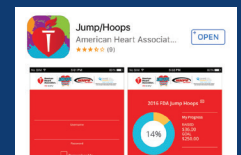


Raise \$200—
Get **BLASTER**

PLUSH

Get it after
the event

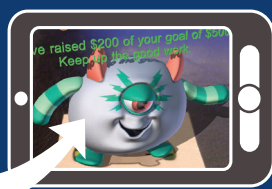
Register at heart.org/jump
or heart.org/hoops
OR, on your app. Find it by searching
"jump/hoops" in your app store.



NEW!

Make the Scare Squad monsters come to life!

Search "jump/hoops" in your app store to download the **free mobile app** and see your wristband, tattoo and monsters juggle, dance, jump and play!



Bring your tattoo to life with your app.

Turn this page over for simple
directions on setting up a personal
fundraising page and sending
heart-healthy messages.



Here's Your Homework

Help your child set up a personal fundraising page. They will earn a fun glow-in-the-dark wristband just for registering.



Here's what to do:

- Visit heart.org/jump or heart.org/hoops, or search “jump/hoops” in your app store and download the app. Find your school and join the team. *(Even if you've participated before, you'll need to start by finding your school.)* (image 1)
- Select whether you're a new or returning participant. 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 information. *(Hint: Make sure your username and password are easy to remember since you'll be able to use them again next year.)*

Now you and your child are ready to have some fun by customizing his/her personal fundraising page.

- Track your progress and kick things off with your own personal donation. (image 2)
- Send emails and ecards asking for donations. (image 3)
- Search “jump/hoops” in your app store to download the mobile app. You can fundraise with Facebook and unlock your monsters. (image 4)

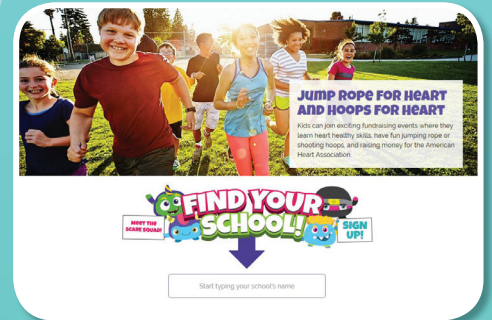
Plus each time your child visits the headquarters, he or she will see badges earned and have a chance to unlock special surprises. More visits mean more chances to share messages about heart health and raise funds for the American Heart Association.

PS: Always fundraise the smart and safe way. Do not go door-to-door or ask strangers for donations. Please convert cash donations into checks payable to the American Heart Association and ask your donors if their employers match employees' contributions!

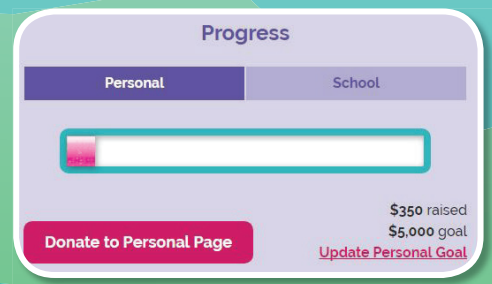
www.matchinggifts.com/aha

Register at heart.org/jump or heart.org/hoops OR, on your app. Find it by searching “jump/hoops” in your app store.

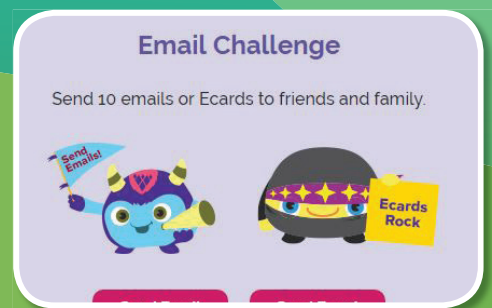
1



2



3



4

