



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

Did you know that a lion's roar can be heard from 5 miles away? Your child has the ability to make a difference and share their ROAR for heart health loud and clear!

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:



YOUR CHILD learns about the importance of taking care of their heart and how it works. Heart disease is the leading cause of death in America BUT, we can change that – 80 percent of risk factors for heart disease are preventable.



YOUR CHILD learns the importance of helping others through this service project. 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 sent it to 10 people, they will earn Rory's Zoo Crew Badge.



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.

OUR SCHOOL IS COLLECTING DONATIONS ONLINE ONLY. NO CASH OR CHECKS ACCEPTED.

Ask your company if they will match your donation!

PLEASE FOLLOW THE STEPS to the RIGHT TO START FUNDRAISING!



EVENT DATE(S): **TUESDAY, FEBRUARY 14, 2017**

As they share our heart-healthy message and raise money, they will earn members of our Zoo Crew!

Join the Zoo Crew! Collect all 6 Characters!

 Rory McFierce III \$10 First Online Donation	 Mr. Tusher \$85 Online Donation	 Savanna Bolt \$20	 Jesse Shivers \$35	 Felixy Driessen \$100
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Additional text in image: "Your teacher has these 3 characters NOW!", "Help Others", "Be Physically Active", "Avoid Sugary Beverages", "Eat More Vegetables", "Watch Out for Salt", "Avoid Tobacco"

YOUR SUPPORT CAN SAVE LIVES!

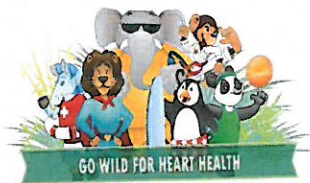
REGISTER ONLINE for Jump Rope/Hoops For Heart today!

- 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.

THEN SEND YOUR E-CARD!

- Step 1:** Once your registered, log in to your Headquarters and click E-card under step 2.
- Step 2:** Choose your character, background and personalize your card with your own picture. (optional)
- Step 3:** Take the challenge.
- Step 4:** Add a personalized message or use the one provided and send to as many friends and family as possible.

Mobile app or online - We've made it easy to ask for donations by sending messages online through our free mobile app! Download the free mobile app by searching Jump/Hoops in the app store or log onto heart.org/jump or heart.org/hoops.



Thank-You Gifts

LEVEL 1—\$10—\$14.99

**RORY McFIERCELY III
AND LANYARD**

Latex-free. Not for children under 3 years.



BONUS
1 st online donation
Mr. Tuskers

LEVEL 2—\$15—\$49.99

JUMP ROPE

Jump rope should be used for its intended purpose only.

Recommended ages 5+

PLUS GIFT LEVEL 1



BONUS

RAISE \$20.00

AND GET

JADE SHOOTS

Latex-free. Not for children under 3 years.



RAISE \$35.00

**AND GET
JENNY KICKS**

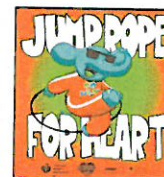
Latex-free. Not for children

BONUS

LEVEL 3—\$50—\$74.00

JUMP T-SHIRT

PLUS GIFT LEVELS 1-2



LEVEL 4—\$75—\$149.99

**PLAYGROUND
BALL**

Recommended ages 3+

PLUS GIFT LEVELS 1-3



BONUS
Raise \$85
**Savannah
Bolt**



BONUS

**RAISE \$100 AND GET
FINLEY CHILLERTON**

Latex-free. Not for children under 3 years.



LEVEL 5—\$150 - \$249.00

MOON DOGGLE

Recommended ages 5+

PLUS GIFT LEVELS 1-4



BONUS
RAISE \$200
**Gus the
Baby Giraffe**



LEVEL 6—\$250—\$499.99

ZOO SAND

Recommended ages 3+ Ingesting is not recommended.

PLUS GIFT LEVELS 1-5



LEVEL 7—\$500—\$999.99

AIR POWER SOCCER

Recommended ages 6+

PLUS GIFT LEVELS 1-6



LEVEL 4—\$1000 & UP

EZY ROLLER

Choking Hazard—Small Parts. Recommended ages 4+

PLUS GIFT LEVELS 1-7



Join the Zoo Crew! Collect all 6 Characters!

If any item becomes unavailable, we reserve the right to offer an alternate item of equal value. These gifts meet the requirements, where applicable, of the Consumer Product Safety Improvement Act and other product safety regulations.