



Kids Heart Challenge starts this week!

Hi Naomi Pasemann Elementary Parents –

We had our kick-off for the American Heart Association's BRAND-NEW PROGRAM: [Kids Heart Challenge](#)! Here's what you want to know *when your kids come home excited to get started!*

The Kids Heart Challenge Kick-Off will show our students...

- *Why it's important to have a healthy heart*
- *That the Heart Heroes are fighting their nemesis, Heart Disease. Each Hero has a special power and it takes all their powers to beat heart disease. When your child downloads the Kids Heart Challenge App or goes online at www.heart.org/kidsheartchallenge to take their Heart Pledge they help the Heroes win!*
- *How doing a good deed by donating or collection donations makes their heart feel good and makes a real difference in the fighting the largest health crisis in our nation!*

When your kids come home next week:

- **First! Ask your kids which Heart Hero Health Challenge they want to take:**
 - **Sprinkles'** challenge is to be active 60 minutes each day
 - **Splash's** challenge is to trade sugary drinks for water
 - **Echo's** challenge to do a good deed every day
- **Take the Challenge** ... when your student completes their challenge – they will earn a FREE glow in the dark "Heart Hero" wristband! Both ways will ask you to register your student.



- **Kids Heart Challenge App** is where the kids can **bring their heroes to life** and manage donations. There are lots of fun filters and interactive games on the app as well!
- Heart.org/kidsheartchallenge There are interactive games and activities they can play here, and they can also manage fundraising, email, share on social media etc.
- **Earn the Heart Heroes** – remember that Kids Heart Challenge is about fighting Heart Disease, every donation you earn helps the American Heart Association win the fight! Each Hero comes to life on the Kids Heart Challenge app!
 - Download the App or take challenge online = Heart Hero Wristband
 - \$10 online = wristband, Echo, and Survivor Hero Finn
 - \$40 online = the above and Ruby
 - Additional incentives will be delivered once the program is complete! \$20 Oscar, \$35 Sprinkles, \$50 T-shirt etc., \$75 basketball, \$100 Splash, \$200 Firey.

The program will run from Feb. 4th – Feb. 20th. All money/donations are due on or before Feb. 20th.

Thank you for your support!