



Hi Parents!

It's time for our school to kick-off another exciting, educational program with the American Heart Association! This year, the program (formerly Jump Rope for Heart) is called the **KIDS HEART CHALLENGE**, and it's time to have fun learning about heart health while we save lives. We are thrilled to participate as we work together to raise donations for the American Heart Association, and teach our students how good nutrition and being active can help us live longer, healthier lives.

REGISTER TO OUR SCHOOL'S PAGE NOW
- <http://www2.heart.org/goto/Hillside2019>

Our school's event will be throughout the month of February, so it's time to start spreading the word and raising donations! Thank you for doing your part to make a difference, because every dollar counts.

Donations are due on February 28.

With the help of our friends, the **HEART HEROES**, our school is going to help fight Heart Disease! All of our Heart Heroes have a special message they are teaching the students about heart health. Make sure you ask your student what they learned from their new friends!



Need a reminder WHY we do programs like the Kids Heart Challenge? Check Out Finn's story: [Kids Heart Challenge: Meet our Heart Hero Finn](#)

Let's get started!

ANY student who takes the KIDS HEART CHALLENGE online will earn a free glow-in-the-dark wristband to wear proudly! Then, once your student collects \$5 or more in donations they will start earning their own Heart Heroes and a backpack clip for them to hang on!

Here are four easy steps to get your student's online fundraising page set up and start collecting lifesaving donations.

1. Go to your school's fundraising page: <http://www2.heart.org/goto/Hillside2019>
2. Click on the Sign Up button
3. Create a username and password and then fill out the registration form
4. Share your fundraising page and email it to friends and family right away!

OR Download the FREE mobile app 'Kids Heart Challenge' and register your student that way! Plus, ALL of our Heart Heroes (and the wristband!) will **COME TO LIFE** and share their heart healthy messages with your student when you use the FREE mobile app.

If that wasn't exciting enough, we are offering a special incentive to students who start collecting donations right away!

Students who collect \$100 in the FIRST TWO WEEKS, by February 14th using their online fundraising page (or the KHC App!) will earn an exclusive FINN plush pillow right away!

Thank you for joining us as we challenge each other to keep our heart healthy and raise money for kids with special hearts.

For more information, watch this video with your student at home! - [Kids Heart Challenge Kick Off Video 18-19](#)