Heart Walk 101

What is the Heart Walk?
The Mid-South Heart Walk is a non-competitive walk that encourages people to take steps toward a heart-healthy lifestyle. This is an opportunity for individuals and corporate teams to improve their health by walking while simultaneously raising funds to help fight heart disease and stroke. The Heart Walk is free to attend and is open to the community.

How long is the walk?
The Heart Walk route is roughly 3 miles. There is also a 1 mile Red Cap route available for our survivors and beginning walkers.

Where do the proceeds go?
Donations raised for the Mid-South Heart Walk will go to the American Heart Association, funding life-saving heart disease and stroke research as well as community programs and advocacy efforts. For more information on the American Heart Association, visit Heart.org.

What is a Company Leader, Team Captain and Walker?
Company Leader: Organizes the Heart Walk efforts at your company
Team Captain: Helps us by recruiting walkers in their department or personal network
Walker: Helps to raise funds and awareness through one-on-one contact with co-workers, friends and family.

What is a Top Walker?
A Top Walker is an individual who raises $1,000 or more for the Heart Walk. These individuals receive special benefits including but not limited to:
- Special recognition along the Heart Walk route*
- Recognition in the eNewsletter
*The deadline for route recognition is Friday, October 24th, 2014. For tips on how you can become a Top Walker, contact Lauren McKnight.

Are you interested in sharing your story of survival or lifestyle change?
You can help save lives simply by sharing your experience with others. The American Heart Association needs your help to inspire our community through your survivor and/or lifestyle change testimonials. If you are interested in sharing your experience of why you are walking with the American Heart Association, please email us at maureen.piantedosi@heart.org or visit Resources & Tools on the website. Your hurdles, recovery or behavior change can truly impact the Heart Walk and heighten awareness.

Are you interested in volunteering at the Heart Walk?
For those who don’t want to walk, volunteer opportunities are available Friday afternoon, October 31st from 12 to 4 p.m. and Saturday, November 1st from 5 a.m. until noon. Tasks include set up, decorating, manning tents during the event and more! Contact us at maureen.piantedosi@heart.org

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Still have questions? Contact the Heart Walk Team at 901.383.5406 or maureen.piantedosi@heart.org

When and where is the Heart Walk? What time does it begin?
The Heart Walk will be held Saturday, November 1st at Court Square Park, located at the corner of N. Main St. and N. Court Ave. in downtown Memphis. Donation turn-in, company photos and family fun festivities begin at 9:00 a.m. The Walk itself kicks off at 10:30 a.m. If you are running or speed-walking, be sure to line up at the front of the line. Parking is available around downtown Memphis with event parking prices available.

What is a Red (or white) Cap?
The term “Red Cap” refers to our heart disease and stroke survivors (white caps) who are honored with a special cap to wear at the Heart Walk. On the morning of the event, adult and child survivors are encouraged to visit the Red Cap tent to pick up their Red Cap and share their story. The Heart Walk offers a 1 mile Survivors route for our survivors in addition to the regular 3 mile route. Our little survivors will get a special super hero cape.

Are strollers allowed?
Yes. The Heart Walk is a family friendly event and the route is paved.

Are dogs allowed?
Dogs are allowed, but you must clean up after them.

I received a cash or check donation. How do I enter the donation online?
Login to www.midsouthheartwalk.org
Click the Tools tab
Click Enter Pledge
Fill out the information where there are red asterisks.
Turn your donations into your Team Captain to be deposited to the American Heart Association. All check or cash donations must be entered by the AHA Heart Walk Team.

Where do I turn in money?
You can turn in money to your Team Captain or your American Heart Association staff partner prior to the Heart Walk. At the Heart Walk, donations can be brought to the Donation Turn-In Tent. Donations will be accepted before, during and after the Heart Walk.

How do I get a t-shirt?
Individuals who raise $100 or more and elect to receive a t-shirt, will get a Heart Walk t-shirt. T-Shirts will be distributed approximately six weeks after the event.