



Android App

# REGISTER NOW!

[www.RochesterHeartWalkRun.org](http://www.RochesterHeartWalkRun.org) or download our mobile app

*Join the fight against Heart Disease and Stroke; start fundraising today!*



iPhone App

## Heart Walk & Run Information

Share your story, send emails, get online donations, and more.

### Who can Walk?

Everyone is welcome, this is a family event. *We do encourage all walkers over the age of 18 be a fundraising walker. All fundraising walkers will receive a 'Life is why' race bib to wear on your walk. All walkers raising \$100 or more can register for a t-shirt*

### Who can Run?

Runners of all ages!

Registration Fee: \$40 adult, \$25 children (15 and under)

Specials Available; check online

All runners receive a t-shirt

## Walk and Run Day of Event Schedule

- Doors Open @ 8:00am
- Run kicks-off @ 9:00am
- Walk kick-off after runner start

**\*The fun continues upon your return to Frontier Field; all activities will be available before and after you take your walk or run.\***

- |                                    |                  |
|------------------------------------|------------------|
| ■ Registration & Donation Drop Off | ■ Kid Zone       |
| ■ Health Expo                      | ■ Entertainment  |
| ■ Health Screenings                | ■ Healthy Snacks |
| ■ Vendor Tables                    |                  |
| ■ WBEE Morning Coffee Club         |                  |

## What is your Why?

### In Rochester

- 1 in 3 adults over the age of 20 have high blood pressure
- 1 in 10 adults have type 1 or type 2 Diabetes
- 39% of children and 60% of adults are overweight or obese
- 1 in 50 people are touched by stroke
- Only 26% of people who have had a stroke in Rochester get to the hospital in time (0 – 3 hrs) to reduce or eliminate disability
- 1 in 3 women die of Heart Disease, that's more than the next three diseases combined and all forms of cancer

**TOGETHER WE CAN CHANGE THESE STATISTICS.  
WHAT WILL YOU DO?**

## Who We Are...

The American Heart Association is the nation's oldest, largest voluntary organization devoted to fighting cardiovascular diseases and stroke. We fund innovative research, fight for stronger public health policies and provide lifesaving tools and information to save and improve lives.

\$.79 of every dollar goes to the American Heart Association's Mission

**Contact us: Questions, Team Captain Kits,  
Fundraising Envelopes, Volunteer Information**

**American Heart Association Rochester Region**

**25 Circle St. #102, Rochester, NY 14607  
(585) 371-3227 ♥ [rochesterheartwalk@heart.org](mailto:rochesterheartwalk@heart.org)**



Thank You!  
We look forward to seeing you at the  
*Rochester Heart Walk & Run on April 16th*

Locally Sponsored by



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### 2015 Top Fundraising Companies

- Ortho Clinical Diagnostics
- CooperVision
- Kodak Alaris
- Rochester Regional Health System
- Excellus BCBS



**American  
Heart  
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life is why™

**Rochester  
Heart Walk & Run®**

**life is why.**

## 2016 Heart Walk & Run

**April 16, 2016 @ Frontier Field**

- New location
- New certified 5k run
- Same critical fundraising event for the American Heart Association

### Impact Goal:

*Improve the cardiovascular health of Rochesterians by at least 20%, while reducing deaths from cardiovascular diseases and stroke by 20% by the year 2020*