

Which class at your school will have the most students participating in this year's Kids Heart Challenge? Will it be yours?

Lucky classes all over the country will win \$25 Amazon gift cards and a recess kit for their students. Here's how you can win!

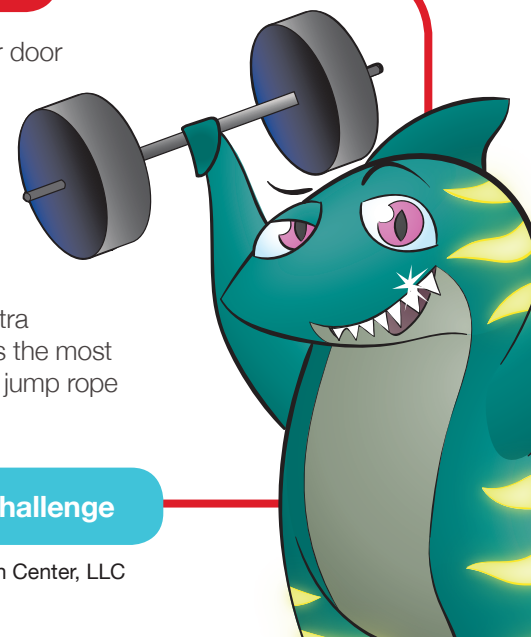
- Encourage your **students to choose a happy heart challenge and register** at [heart.org/kidsheartchallenge](http://heart.org/kidsheartchallenge). (Looking for ideas on how to spark students' enthusiasm? See below.)
- Now it's time for the race to begin. **For every ten students in your class who take the challenge and register**, you'll get one entry into the drawing to win a \$25 Amazon gift card and recess kit. The more students you have registered, the better your odds to win. Fill out a float and move your character across the lake to show how many students in your class are registered. Ask your Kids Heart Challenge coordinator or principal to put the poster in a prominent spot so kids can watch the competition unfold and cheer on their class and their classmates.
- Let kids know which heart challenge you've chosen. Are you drinking water instead of sugary beverages? Doing a good deed daily? Getting 60 minutes of physical activity? You and your students can all **help each other make small changes for big benefits**.
- Remind students that as they take the challenge, they will **sign their names on the class poster**. Fill Echo's lasso with lots of names!



Once the Kids Heart Challenge day arrives, your program coordinator will tally the registrations and pick the classroom winners. Good luck!

## Great ways to get kids motivated

- **Create a Kids Heart Challenge daily countdown.** Post large numbers on your door or wall and put one student in charge of updating them. If students know how many days it is until the Kids Heart Challenge, they'll be less likely to let the date sneak up on them and more likely to register.
- **Brainstorm a fun name for your class team.** Ms. Jones' Jazzy Jumpers or Mr. Calvin's Crazy Kangaroos are sure to register and take the challenge!
- **Add free and fun incentives.** For example, as students register, invite them to join you for lunch. Each time the class has five new registrants, give kids five extra minutes of recess or free time. Within your school, suggest that the class that gets the most students registered the first week gets to lead the school in a cheer, go first at the jump rope event, or learn special jump rope tricks in PE that week.



Find more great resources at [heart.org/kidsheartchallenge](http://heart.org/kidsheartchallenge)

- **Challenge the teacher across the hall.** Make a deal that the class with the most registrants each week gets to go first in the lunch line or gets homework passes. Feeling daring? The winning teacher can agree to dye her hair in school colors or come to school in PJs.
- **Keep parents up to date.** Oftentimes deadlines sneak up on busy families. As you create your weekly class emails or newsletters or update your web page, remind parents of the Kids Heart Challenge date and update them on the number of students registered. Check out the handy cut-and-paste messages below to keep families in the loop.
- **Remind students daily** about how important it is to do good deeds, form healthy habits, and help those with sick hearts. Share these [morning announcements](http://american.heart.org/kidsheartchallenge/for-teachers/event-promotions/morning-announcements-1.pdf) (http://american.heart.org/kidsheartchallenge/for-teachers/event-promotions/morning-announcements-1.pdf) or [fascinating facts](http://american.heart.org/kidsheartchallenge/for-teachers/educational-resources/heart-facts/index-1.html) (http://american.heart.org/kidsheartchallenge/for-teachers/educational-resources/heart-facts/index-1.html) to keep the Kids Heart Challenge top of mind.
- **Celebrate the winning classes.** We did it! If your class wins, make your final selections on what to purchase and place that Amazon order. Coordinate with your principal to celebrate students with special treats like doing the morning announcements, earning extra recess time, or getting a special shout-out. Let the whole school know that the Kids Heart Challenge is good fun for everyone!



## Get started now

**Plan your Kids Heart Challenge activities and start talking about the big event to your students. Let the fun begin!**

**Copy and paste the messages below into your emails and parent newsletters and onto your web page. To get them in an editable format, go to [heart.org/teacherresources](http://heart.org/teacherresources).**

Getting ready: send on \_\_\_\_\_

Mark your calendar! The American Heart Association Kids Heart Challenge will be on [DATE] starting at [TIME]. To get ready, help your child sign up at [heart.org/kidsheartchallenge](http://heart.org/kidsheartchallenge) or search “Kids Heart Challenge” in your app store to download the app and register. Your child will earn a fun, glow-in-the-dark wristband just for registering!

Two weeks away: send on \_\_\_\_\_

Our annual American Heart Association Kids Heart Challenge event is just two weeks away! If you haven't done so already, help your child sign up at [heart.org/kidsheartchallenge](http://heart.org/kidsheartchallenge) or search “Kids Heart Challenge” in your app store to download the app and register. Our class is competing to get the most students registered. We're in the running to win a \$25 Amazon gift card. Help us win!

One week away: send on \_\_\_\_\_

Has your child picked a heart challenge? The annual American Heart Association Kids Heart Challenge event is next week! Help your child sign up and choose a challenge at [heart.org/kidsheartchallenge](http://heart.org/kidsheartchallenge) or search “Kids Heart Challenge” in your app store to download the app and register. Remember, your child will earn a glow-in-the-dark wristband just for registering. We're all working together for positive changes and happy, healthy hearts.

Tomorrow: send on \_\_\_\_\_

Tomorrow is the big day! We'll have a blast in the annual American Heart Association Kids Heart Challenge. It's not too late to sign up and choose a heart-healthy challenge. Go to [heart.org/kidsheartchallenge](http://heart.org/kidsheartchallenge) or search “Kids Heart Challenge” in your app store to download the app and register. We're looking forward to a fun-filled event!

After the event: send on \_\_\_\_\_

We did it! We had a blast and learned lots about doing good deeds and keeping our hearts healthy and happy. Our class had [number] students registered to participate in the annual American Heart Association Kids Heart Challenge.

It's not too late to join the challenge. Go to [heart.org/kidsheartchallenge](http://heart.org/kidsheartchallenge) or search “Kids Heart Challenge” in your app store to download the app and register. Choose a goal to do good deeds, get 60 minutes of physical activity each day, or drink water instead of sugary beverages. We're taking these challenges not just for a few weeks; we're taking these challenges for life. We want our hearts to be healthy and happy. Join in the fun!



**Find more great resources at [heart.org/kidsheartchallenge](http://heart.org/kidsheartchallenge)**