



American Heart Association   
Learn and Live

# HEART WALK<sup>SM</sup>

## ATTENTION BROOKLYN!

JOIN US AT THE 2009 BROOKLYN

**START! HEART WALK**

THE AMERICAN HEART ASSOCIATION'S **FIRST EVER START! HEART WALK IN BROOKLYN!!!**

**SUNDAY, OCTOBER 11, 2009  
9:00 am IN PROSPECT PARK**

*(Enter 9<sup>th</sup> Street and Prospect Park West)*

**WHAT:** The Brooklyn Start! Heart Walk is a celebration of life and an opportunity to remember those we lost to cardiovascular disease and stroke. The walk is also designed to raise awareness among the diverse neighborhoods of Brooklyn to prevent heart disease and stroke through community building and fund-raising.

### GETTING YOUR COMPANY

**INVOLVED:** The Brooklyn Start! Heart Walk offers companies the opportunity to sponsor and/or form fund-raising teams, both of which will help to increase brand awareness amongst a diverse audience of Brooklyn residents and business leaders. More than 3,000 people are anticipated to participate in the walk and many more families and friends are expected to join in the festivities.

Additionally, the event will generate the interest of several media outlets through TV, print, radio and online promotions.

**Strollers and Pets Welcome!**

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Personal and family health problems cost corporate America **\$225.8 billion** annually in productivity losses.

Fighting heart disease and stroke is done at the **grassroots level** in strong communities like Brooklyn.

Heart disease and stroke are the Nation's **No. 1 and No. 3 causes of death**, respectively, claiming nearly a million lives annually, more than 27,000 die in New York City alone.

Walking **30 minutes a day** can reduce heart disease, improve blood pressure, maintain body weight and lower risk of obesity.

By promoting a **culture of physical activity**, corporate America can **decrease healthcare costs**, **increase productivity**, and improve quality of life and longevity among the U.S. Workforce.



Media Sponsors



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Founded in 1924, the American Heart Association today is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of cardiovascular disease and stroke. These diseases, America's No. 1 and No. 3 killers, and all other cardiovascular disease, claim nearly 870,000 lives per year. In fiscal year 2006-07 the association invested more than \$554 million in research, professional and public education, advocacy and community service programs to help Americans live longer, healthier lives. To learn more, call 1-800-AHA-USA1 or visit [americanheart.org](http://americanheart.org).