

## Who are the ideal HeartChase™ players?

**Adventurers!** HeartChase™ participants are adventurers with heart. Gamers won't know exactly what the challenges will be until game-play begins.

**Puzzle-Solvers!** Some challenges will require smart problem-solving to discover real solutions that can help build healthier lives. Other challenges may offer a series of clues to decipher at various checkpoints around town. At other times, they may discover hidden donations that add points and help reach group fundraising efforts.

**Achievers!** They enjoy friendly competition that is engaging and motivating. Whether they're chasing a prize or a big round of applause. HeartChase™ participants like to play with their friends - and even against their friends - to achieve, win and fully engage in the fun.

**Advocates!** They care about good causes or they're willing to learn more. Players pay an entry fee and, ideally, they set personal fundraising goals as they participate with other adventurers in their communities to reach a meaningful group fundraising goal.

**Enthusiasts!** Through motivating post-event communication, through the social enthusiasm generated by the shared experience, through on-line activities, and through engaging real-world opportunities, participants will be engaged in the AHA mission: *Building Healthier lives free of cardiovascular disease and stroke.*

## OUR CAUSES



Heart disease is the number one killer of women, claiming over 500,000 lives a year, or nearly one woman per minute. The Go Red For Women movement celebrates the energy, passion and power of women to band together to wipe out heart disease and stroke. [www.goredforwomen.org](http://www.goredforwomen.org)



The health of Americans has hit a new low, with millions at risk for heart disease and stroke. The AHA is responding to this crisis with a new national movement designed to change the way Americans think about their health. It is called **My Heart. My Life.** [www.myheartmylife.org](http://www.myheartmylife.org)



The burden of stroke is greater among African Americans than in any other group. In fact, blacks have almost twice the risk of first-ever stroke compared with whites, and blacks 35-54 years old have four times the relative risk for stroke. Power To End Stroke is an education and awareness campaign embracing and celebrating the culture, energy, creativity and lifestyles of African Americans. [www.powertoendstroke.org](http://www.powertoendstroke.org)

## OUR PROGRAMS

In addition to our causes, the AHA has multiple national and local programs that seek to educate and inspire district target audiences including:

- ♥ *Jump Rope for Heart/Hoops for Heart*
- ♥ *Get With the Guidelines*
- ♥ *Mission: Lifeline*
- ♥ *You're the Cure*
- ♥ *CPR Anytime*



## AMERICAN HEART ASSOCIATION HEARTCHASE

### HeartChase Ebensburg

April 28, 2012

Registration: 7:00 a.m.

9:00 a.m. - 11:30 a.m.

Young People's Community Center



For any questions or additional information contact:

Laura McCullough - Youth Market Director  
(814) 341-1707

Presented By

**HEALTHSOUTH**  
ALTOONA

# What is HeartChase™?

The American Heart Association's HeartChase™ is an innovative community event that provides a fun, new way to promote healthy living and support a great cause.

In HeartChase™, your town becomes an adventure! Think of the around-town excitement from shows like The Amazing Race™ meets wacky team-based games like Minute-to-Win-It™. And when you combine awesome games, friendly competition, and a very important mission, you've got great fun with a purpose.

Your HeartChase™ event brings families, friends, and coworkers of all ages together in a community-wide competition to uncover clues, solve puzzles and complete challenges in a race to the finish line.

Heart disease is the No. 1 killer of Americans. We can reduce heart disease by promoting a healthy diet and lifestyle, so the American Heart Association has a new goal: By 2020, to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent.

## HEARTCHASE.ORG



## What is heart disease?

Heart disease - also called cardiovascular disease - is a simple term used to describe several problems related to plaque buildup in the walls of the arteries, or atherosclerosis. As the plaque builds up, the arteries narrow, making it more difficult for blood to flow and creating a risk for heart attack or stroke.

Other types of heart disease includes heart failure, an irregular heartbeat - or arrhythmia - and heart valve problems. To learn more about heart disease and conditions that can lead to heart attack or stroke visit:

## HEART.ORG



**American  
Heart  
Association®**

*My Heart. My Life.™*

## HeartChase™ Registration

*\* INFORMATION REQUIRED*

**\* Team Name**

\$ \_\_\_\_\_  
Team Fundraising Goal

**\* Team Captain Name**

**\*Email**

Street

City/State/Zip

**\*Phone:** ( ) \_\_\_\_\_

T-Shirt Size: (XS - XXL) \_\_\_\_\_ Age: \_\_\_\_\_

### Team Members

1) \_\_\_\_\_

T-Shirt Size: \_\_\_\_\_ Age: \_\_\_\_\_

2) \_\_\_\_\_

T-Shirt Size: \_\_\_\_\_ Age: \_\_\_\_\_

3) \_\_\_\_\_

T-Shirt Size: \_\_\_\_\_ Age: \_\_\_\_\_

### Mail Registration Form to:

HeartChase Ebensburg  
300 West High Street  
Ebensburg, PA 15931

**-OR- Complete Registration Online at:**  
[www.heartchase.org](http://www.heartchase.org)

**\$30/person until April 15, 2012**  
*(includes t-shirt & goodie bag)*

\$35/person after or day of event

*If mailed, Team Captain will receive an email with team link to continue player registration & payment options.*

