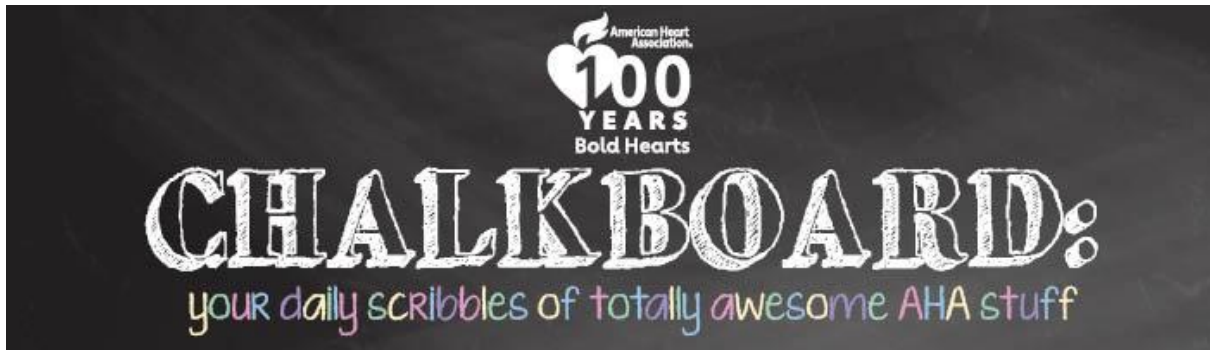


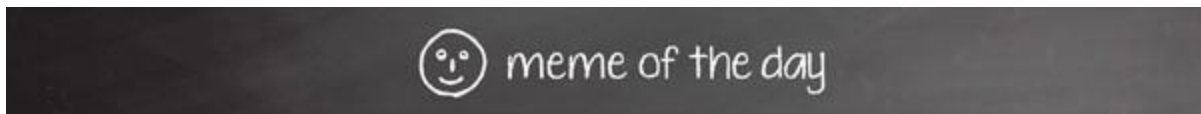
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Tuesday, March 19, 2024

TL;DR – In this issue of *Chalkboard*

- National Walking Day is right around the corner on Wednesday, April 3! Join us in making it our biggest year yet.
- Need help spreading the word? Take a look at the wide range of National Walking Day resources available to you on the Resource Center, from key messaging to social media content and more.
- Submit a photo of how you're getting active on Wednesday, April 3 for a chance to win a \$10 Amazon gift card!



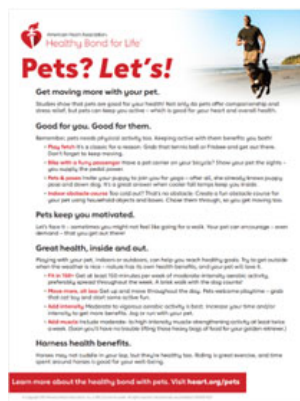
We Want New Kids on The Walk!

Come hill or high water, lace up those sneakers and get outside for a walk on Wednesday, April 3, our centennial year's National Walking Day! To celebrate our 100th birthday, we want to encourage as many people as possible to join us. Invite colleagues, friends or family as walking buddies, take a conference call on the go or leash up your pet!

National Walking Day is our opportunity to rally companies, communities and supporters to move together to reduce stress and renew hearts. After all, 1 in 4 U.S. adults sits for longer than eight hours each day, but regular exercise elevates mood, boosts energy and can even help you sleep better.

Let's spread the word about April 3rd (catch that rhyme?). We have lots of helpful resources to stumble upon for your activation strategies:

- This [framework toolkit](#) has all things **National Walking Day 2024** and is the perfect first stop. It contains a communications timeline, an overview and links to all the resources available.
- We also have a [company toolkit](#) with tips for getting everyone involved , a four-week plan and audience-specific messaging!
- This year's [key messages](#) can help you share what we're doing and why. They can serve as talking points and guide all your communications efforts. And did we mention they are also [available in Spanish](#) ?
- You'll find some great tools for your media pitches, such as a [press release and media advisory](#) you can localize for your market.
- There are also plenty of user-friendly materials, such as [social media content](#) available in Canva for easy editing. You'll find videos, cover photos and graphics perfect to post. Don't forget to hashtag **#WalkingDay** and **#MoveMore!**
- All of our [marketing assets](#) – including billboards, print ads and digital ads – are also available on Canva. Insert your local plans and you're good to go!



Move More with Your Pet Infographic

Have a four-legged friend? Turns out they are great workout buddies! Check out [this infographic](#) for some fun and healthy ways to get moving with your pet, from the downward dog to a DIY obstacle course.





Five Questions from the desk of Gabrielle Piccirilli, Strategic Writing and Design Intern

National Center

1) If you could write a book, what genre would you write it in? Mystery? Thriller? Romance? Historical fiction? Non-fiction?

I am in the process of writing a novel! It is a combination of thriller and romance.

2) Are you a good dancer?

Despite seven years of dance classes, no! But I am an avid fan of the Just Dance video game.

3) If you could learn one new professional skill, what would it be?

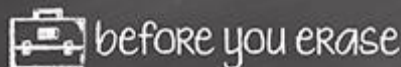
As a Public Relations and Advertising major with a Creative Writing and Writing + Rhetoric double minor at Villanova University, I would love to continue advancing my professional writing from newsletters to press releases.

4) What is your favorite way to get some exercise?

I love going on runs. My most recent race was the Rocky Run in Philadelphia, PA!

5) What was your first job?

In high school I worked as a party host for children's birthdays at an indoor bouncy playground.



Show off how you walk for a chance to win a prize!

Show us how you're getting active on Wednesday, April 3! Take a photo that fits into a category below and upload it to the matching folder [here](#) by Friday, April 5 to be entered into a prize drawing for a chance to win a \$10 Amazon gift card!

- *Where are you walking?* Share your favorite walking path, hiking trail or scenic area.

- *Who are you walking with?* Take a photo with a friend, family or furry companion.
- *What are you wearing while walking?* Take a photo wearing your favorite AHA branded gear (new or vintage)!

Check out the [instructions](#) first and don't forget to get social and share those photos on Facebook, Instagram, X (formerly Twitter), TikTok and LinkedIn tagging @TheAHALife, #TheAHALife and #WalkingDay!

With heart,

The [AHA Resource Center](#) Team



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