

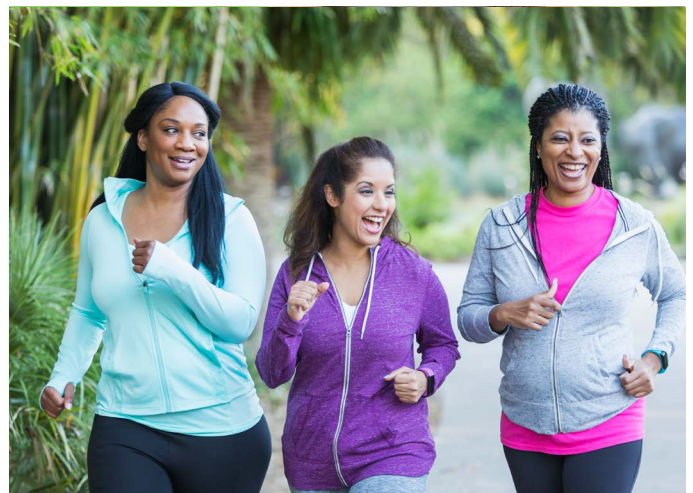


National Walking Day is April 2!

WALK MORE. STRESS LESS.

A walk is not just good for your body, it's good for your soul. Recent reports show that walking rates are declining steadily in the US. A trend that can negatively impact mental and physical health.

Since our beginnings, the American Heart Association has been a champion for physical activity in communities across the country. That's why we created National Walking Day more than a decade ago. Today, we know that a simple walk is one of the best ways to manage stress and improve heart health.



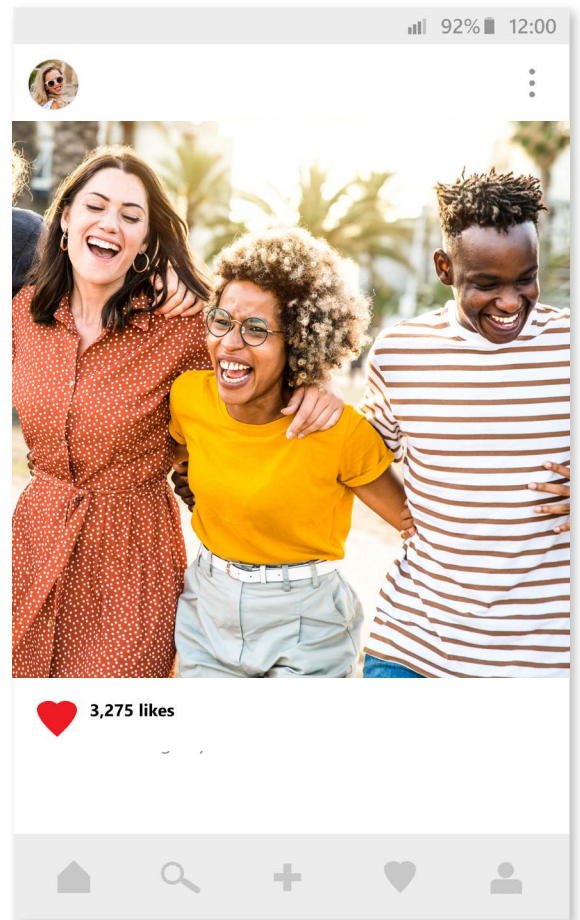
Take a walk with us on April 2. Let's move together to reduce our stress and renew our hearts.

WHAT IS NATIONAL WALKING DAY?

- **National Walking Day**, celebrated the first Wednesday in April (April 2 this year), was established by the American Heart Association to encourage people to move more throughout the day.
- **1 in 4 U.S. adults sits for longer than eight hours each day**, which can have negative consequences on physical and mental health.
- **Feeling stressed from the demands of daily life?** Staying active is one of the best ways to keep your mind and body healthy.
- **Regular exercise** improves mood, boosts energy and can even help you sleep better.
- **This National Walking Day**, in celebration of the American Heart Association's 100th year, lace up and hit the pavement for a walk on April 2.
- **The American Heart Association has been working for decades to promote policies and strategies that make it easier for communities to get and stay active.**

HERE'S HOW YOU CAN HELP:

- **Post your take on #WalkingDay on social media:** share an Instagram story, Reels, Facebook post, Tweet (X), or TikTok showing you on a walk, or get creative to make your walk even more fun:
 - Ask colleagues, friends or family to join you.
 - If you work remotely, take a conference call on the go.
 - If you have a pet, get moving together! Walking is a win-win for the health of you and your pet.
- **Amplify AHA #WalkingDay posts with your followers:** feel free to share directly from our social media channels!
- **Raise life-saving funds for the AHA:** share **#WalkingDay** with your followers and add a sticker to your content encouraging donations to the AHA.



CAMPAIGN DETAILS:

- **Date:** April 2
- **Hashtag:** #WalkingDay
- **Tag Handles:**
 - Facebook: [@AmericanHeart](#)
 - Instagram: [@American_Heart](#) and feel free to use the collab feature!
 - LinkedIn: [@American-Heart-Association](#)
 - TikTok: [@AmericanHeartAssociation](#)
 - X (Twitter): [@American_Heart](#)

Let's Move: Take a walk on National Walking Day, April 2