

JUMP ROPE FOR HEART Fact Sheet

Jump Rope for Heart is a fun skipping event for kids aged 4-10 that gets kids active and builds school spirit while raising funds for the Heart and Stroke Foundation

Join JUMP today!

Why is JUMP so important?

- ✓ 50% of Canadian children are **physically inactive**
- ✓ An estimated 500,000 Canadian children and adolescents are **obese**
- ✓ Over 30% of Canadian children are exposed to **second-hand smoke**, mostly in their homes

What are the benefits of JUMP to your students?

- ✓ They get **physically active** and have great **fun** with classmates
- ✓ **Valuable information.** Each year, we give over 500,000 students and their parents information on heart disease and stroke, physical activity, and nutrition
- ✓ The chance to earn fun activity-based **Thank-You prizes** by raising funds!

What are the benefits of JUMP to you?

- ✓ **Easy to organize.** You'll get all the materials to run a fun and successful JUMP event and your local Heart and Stroke office is always there to help
- ✓ **HeartSmart™ Points.** Your school earns points redeemable for much-needed electronics, sporting goods, music instruments and gift certificates
- ✓ **Teaching tools.** Booklets and online resources with facts and tips on kids and heart-healthy living, curriculum-approved activities and lesson plans

Where do the funds that you raise for JUMP go?

- ✓ **Vital research into heart disease and stroke.** We currently fund over 900 investigative teams looking at the causes, prevention and treatment of heart disease and stroke. In 2004, we invested over \$51 million into research
- ✓ **Educating Canadians on heart health.** We provide millions of Canadians with the latest information on heart disease and stroke risks and prevention

How can you help?

- ✓ **Motivate** your students and colleagues to participate in JUMP and raise vital funds
- ✓ **Recruit** volunteers to help you organize a great event
- ✓ **Teach** your students about the importance of physical activity, nutrition, and living smoke-free

THANK YOU!

