



2023 BOSTON HEART WALK EVENT KIT

2023 Boston
HEART WALK

**I WALK
TO SAVE LIVES**

Saturday, October 28th
Boston Common
bostonheartwalk.org



NEW LOCATION!

Boston Common
Saturday, October 28

Festivities Begin 9 a.m. | Industry Cup Awards 9:45 a.m.
Opening Ceremony 10:20 a.m. | Walk Begins 10:30 a.m.

BostonHeartWalk.org



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2023 BOSTON HEART WALK SPONSORS

Go Red for Women is nationally sponsored by:



Heart Walk is locally sponsored by:



Abbott

Beth Israel Deaconess Medical Center

Encompass Health Rehabilitation Hospitals

EY

JPMorgan Chase

Kiniksa Pharmaceuticals

Medtronic

PwC

SBLI

scPharmaceuticals

Verve Therapeutics

Media Sponsor:





SCHEDULE OF EVENTS

- 6:00 AM Vendors/sponsors arrive to drop off materials/set up.
• *Please note: all drop-offs must occur prior to 8 a.m. – no exceptions.*
- 9:00 AM **Festival area opens.**
Heart Walk Headquarters opens for registration and donation drop off.
Company photos begin (photo schedule provided on page 7)
• *Please note: Companies should be ready outside their tent 5 minutes prior to assigned times. Companies without an assigned time can get their photos taken at the step-and-repeat outside the Community Teams Tent throughout the day.*
- 9:45 AM **Industry Cup Awards**
• *Please note: all speakers and award recipients should report to the stage no later than 9:40 a.m.*
- 10:00 AM **Heart Walk VIP photo and American Heart Association Board of Directors photo**
(on stage)
- 10:20 AM **Opening ceremony with emcee Jessica Brown of WCVB Channel 5 Boston**
• National anthem performed by Valerie Giglio
• Unveiling of Top 5 Community Teams
• American Heart Association Board Chairperson Thomas Lee
• Survivor speaker Tallie Abernathy
• Survivor wave
• Warm-up with fitness instructor/wellness coach Brandy Cruthird of BBB360Magic
- 10:30 AM **Walk begins!**
- 1:00 PM Event concludes.



COVID-19 policy for this event:

The American Heart Association is creating mask-friendly environments at all our events. Please do not attend an Association event if you are not feeling well or have symptoms, irrespective of your vaccine status. If you have a condition that weakens your immune system or take certain medications, you may need to take extra precautions even if you are fully vaccinated, as instructed by your doctor. The Association encourages you and everyone you love, care for, or care about to be vaccinated and boosted.

IN CASE OF A MEDICAL EMERGENCY

First aid is provided by Boston EMS. There are two (2) First Aid Stations. One will be located on Boston Common, staffed by Boston EMS, and the second will be at the Heart Walk HQ Tent.

IF YOU WITNESS A MEDICAL EMERGENCY:

1. REPORT THE INCIDENT
 - a. Call Boston EMS at: **617-343-2367**
 - b. CALL 911 IF YOU CANNOT GET THROUGH TO EMS.
2. WHEN THE DISPATCHER IS ON THE PHONE, DESCRIBE THE EMERGENCY
 - a. Location
 - b. Nature of the incident
 - c. Number of people involved
3. WAIT FOR INSTRUCTIONS
 - a. EMS will direct the bike team and/or ambulance to the response
4. STAY CALM. If possible, prevent people from interfering with response efforts.
5. ONCE THE EMS DISPATCHER CALL IS THROUGH AND THE SCENE IS UNDER CONTROL, CONTACT Jim Henry at 617-610-0084 TO ALERT THE ASSOCIATION OF THE INCIDENT.



IN CASE OF A MISSING PERSON

It is possible on occasion that we will have a lost person (dependent or adult) at an event site, given the large number of individuals that take part in events and the confusion created in large crowds.

There are three distinct scenarios:

1. Missing adult (adult is missing from group of other adults)
2. Missing dependent (caregiver has lost a child)
3. Missing caregiver (found a child who has lost their caregiver)

MISSING ADULT OR DEPENDENT - When a staff member is approached by a caregiver who has lost a dependent, or an adult has lost another adult, the following procedures should be followed.

1. Obtain the following information
 - a. Description of missing dependent - age, sex, ethnicity, hair, clothing, name they respond to
 - b. Contact information of dependent, if any
 - c. Contact information of caregiver
 - d. Location last seen
 - e. Approximate time dependent went missing
 - f. Any medical conditions that should be noted
2. Contact Jim Henry at 617-610-0084 to alert the American Heart Association of the event
3. Escort the adult to the Heart Walk Headquarters Tent.
4. Stage announcements will be made on the Heart Walk Stage.
5. EMS and Boston Police to be notified.
6. Contact Jim Henry 617-610-0084 once the parties are reunited.

MISSING CAREGIVER - When a staff member is approached by a dependent that has lost a caregiver, the following procedures should be followed.

1. Obtain the following information, if possible
 - a. Description of missing caregiver - age, sex, ethnicity, hair, clothing, name
 - b. Contact information
 - c. Location last seen
 - d. Approximate time dependent lost contact with caregiver
 - e. Any medical conditions that should be noted
2. Contact Jim Henry at 617-610-0084
3. Escort the dependent to the Heart Walk Headquarters Tent. Do not allow anyone else to escort the dependent, no matter how trustworthy. The staff member who reports the incident must escort the dependent.
4. Stage announcements will be made on the Heart Walk Stage
5. EMS and Boston Police to be notified



6. Upon reuniting caregiver and dependent, request to see photo ID of the caregiver and take a picture of the ID. If there are any concerns, do not allow them to leave your sightline and allow the State Police to intervene.
7. Contact Jim Henry at 617-610-0084 once the parties are reunited.

2023 COMPANY PHOTO SCHEDULE

IMPORTANT: Photographers must stick to a tight schedule. Please be sure to communicate the below time to your walkers in advance. Photos will be taken in front of your tent space with your Association-provided tent banner as the backdrop. Times cannot be changed.

COMPANY	TIME SLOT:
Lantheus	9:15 AM
Verve Therapeutics	9:15 AM
scPharmaceuticals	9:20 AM
Kiniksa Pharmaceuticals	9:20 AM
PwC	9:25 AM
Encompass Health Rehabilitation Hospitals	9:25 AM
Beth Israel Deaconess Medical Center	9:30 AM
JPMorgan Chase & Co.	9:30 AM
Abbott	9:35 AM
EY	9:35 AM
Medtronic	9:40 AM

Company Teams not listed above are encouraged to take a team photo at the step-and-repeat throughout the day.



EVENT HIGHLIGHTS

- ♥ Jessica Brown of WCVB News Channel 5 Boston will be our emcee for the stage program!
- ♥ The Boston University Band will cheer on walkers at the start line!
- ♥ Learn how to save a life with Hands-Only CPR training taught by Coastal Ambulance.
- ♥ Sample our great selection of heart-healthy snacks at the Healthy Snacks Tent!
- ♥ The survivor wave, a tribute to all family, friends, and co-workers who are personally fighting heart disease and stroke, will take place at 10:25 a.m. Survivors, please stop by the Survivor Tent to pick up your red cap (to signify heart) or white cap (to signify stroke) for the survivor wave. Heart Hero Capes are available for all little survivors, as well!
- ♥ Add your “why” to the Tribute Wall, sponsored by Verve Therapeutics, located near the Heart Walk Stage. This is a great way to remember those loved ones lost or champion our heart and stroke heroes!
- ♥ Stop by the CVS Project Health mobile unit for a free blood pressure screening and other health metrics!
- ♥ Enjoy a cup of coffee from Aroma Joe’s and food from the Just Hummus food trucks.
- ♥ Remember to stop at the Community Health Tent to get information on Hands-Only CPR!



NEW LOCATION DRIVING DIRECTIONS

Directions to the Boston Common

139 Tremont St., Boston, MA 02111

From the Mass Pike (I-90):

- Take Mass Pike Eastbound
- Take the Prudential Exit
- Stay right for Copley Place
- Continue onto Stuart Street and take left on Charles Street South, which will turn into Charles Street after the first traffic light.

From the Southeast Expressway (I 93/RT. 3 North):

- Take exit 20 toward I-90, Airport & South Station
 - Take a left toward South Station
- At the light Turn LEFT (West) onto Kneeland Street
 - Kneeland Street becomes Stuart Street
- Turn RIGHT (North) onto [Charles Street South]-follow it to Charles St [1 block]

From 93 South:

- Take exit 26 toward Storrow Drive-North Station
 - Follow Storrow Drive Heading Westbound
- Take the Back Bay/Copley Square exit (be sure to stay in the left lane since it's a left lane exit)
 - Once off the exit, take a left at light
 - Take first right onto Arlington Street
 - Proceed through set of lights
 - At second light, take a left onto Boylston Street
 - Go straight through lights
 - At second light, take a left onto Charles Street
- Take a right into Boston Common Garage (below the Boston Common Park)

From Storrow Drive:

- Heading Eastbound
- Take the Downtown Boston exit (right lane exit)
- Follow the direction above from westbound



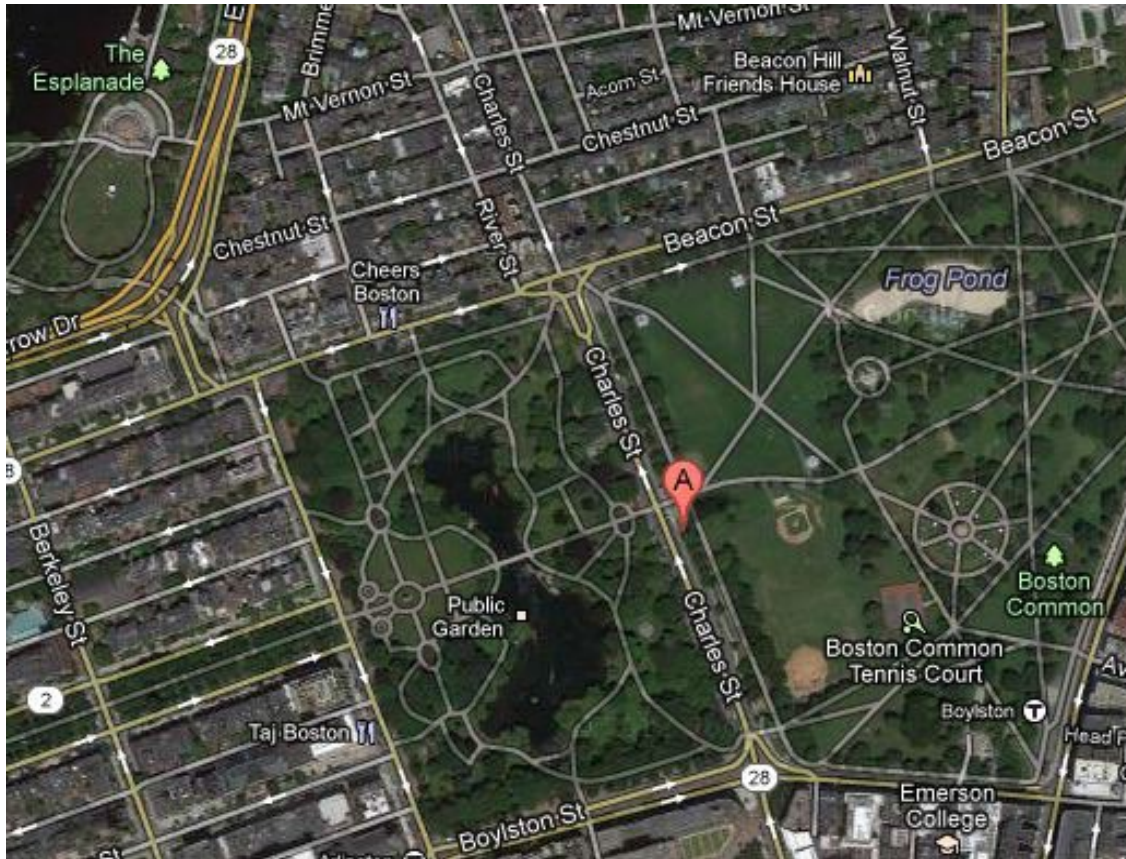
American Heart Association
Heart Walk.

PARKING OPTIONS

[Boston Common Garage](#)

Zero Charles Street, Boston, MA 02116
Regular Rate: \$18/car for the entire day

The entrance to the Boston Common Garage is located on Charles Street directly across from the Public Gardens (approx. eight blocks from the Hynes Convention Center). Wheelchair-accessible elevators are available at the four pedestrian kiosks within the Boston Common.





OTHER PARKING OPTIONS AND RATES

[Storrow Drive Lot](#)

213 Charles Street, Boston, MA 02114

- Regular Rate: \$14/car for up to 12 hours

[LAZ Parking at MA Eye and Ear Infirmary](#)

243 Charles Street, Boston, MA 02114

- Regular Rate: \$14/car for the entire day

[Center Plaza Garage](#)

1 Center Plaza, Boston, MA 02108
(Somerset or Tremont Street
Entrances)

- Regular Rate: \$32/car for the entire day

[Motor Mart Garage](#)

201 Stuart Street, Boston, MA 02116

- Regular Rate: \$25/car for up to 12 hours

[Garage at 100 Clarendon](#)

100 Clarendon St, Boston, MA 02116

- Regular Rate: \$40/car up to 10 hours

BY PUBLIC TRANSPORTATION

Take either the Red or Green Line to the [Park Street Station](#) MBTA stop. The subway station is located on the Corner of Park Street and Tremont Street on Boston Common.

Green Line

Take the Green Line to the [Park Street Station](#) MBTA stop – located on the Corner of Park Street and Tremont Street on the Boston Common.

or

Take the Green Line to the [Boylston Street Station](#) MBTA stop – located on the corner of Tremont Street and Boylston Street on the Boston Common.

or

Take the Green Line to the [Arlington Station](#) MBTA stop – located on the corner of Arlington Street and Boylston Street directly across from the entrance to the Public Garden.



FREQUENTLY ASKED QUESTIONS

Is there any special recognition for survivors of heart disease and stroke? Yes, survivors are given ball caps to wear during the Heart Walk (red for heart and white for stroke) and are invited to participate in the Survivor Wave to kick off the walk. Young survivors are encouraged to get a Heart Hero Cape at the same tent.

Are there any special benefits for top walkers?

Absolutely! To show our appreciation, our life savers, walkers who raised \$1,000 or more, by October 20, will have their names printed on our Top Walker sign and get their own route sign in their honor! Contact BostonHeartWalk@heart.org with any questions regarding Top Walker benefits and/or deadlines.

Is there parking available?

Yes. Check page 10-11 in this packet for more info. Visit the "Parking and Directions" section of our website (BostonHeartWalk.org) for a detailed listing of parking options and rates. ****Please Note: There will be no parking along Charles Street in front of the Boston Common at any time. Thank you in advance for your understanding.**

How long is the walk?

This year's route is a 1-mile loop around the Boston Common! Take one lap for a 1-mile walk, two laps for a 2-mile walk, or three laps for a 3-mile walk! The route is wheelchair accessible and stroller accessible.

A water station is located along the way, and bathrooms are available as well. See the map on page 15 or visit the "Event Information" section of our website (BostonHeartWalk.org) to view the event day route map.

Can my kids walk, too? Can I push a stroller and/or bring my dog?

Absolutely! There will be children's activities at the Boston Heart Walk, including games and face painting. We would also love for you to bring your friendly pooch, as the event is dog-friendly! The Boston Heart Walk is an event for the entire family!

Can I bike, rollerblade, or jog the walk route?

For safety reasons, we kindly request that those who are capable of doing so, walk along the route.

If I can't make it to the walk, can I still participate?

If you can't attend the event, you can still participate as a Virtual Walker. Sign up online and fundraise right from your personal webpage. Try to encourage your donors to give by credit or debit card online or mail checks to the American Heart Association using the donation form link on your personal donation webpage.



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EVENT SITE MAP



- Site Map Key
- 20 x 20 Tent
 - 10 x 10 Tent
 - 15 x 15 tent
 - 10 x 10 (Pop up tent)
 - Restrooms
 - Stage
 - Tribute Wall

1. Heart Walk HQ / Volunteer Check In
2. Kids Zone
3. Medtronic
4. BIDMC
5. PwC
6. scPharmaceuticals
7. Lantheus
8. Survivors
9. Community Teams
10. EY
11. Abbott
12. JPMorgan Chase
13. MGB
14. Healthy Snacks
15. Just Hummus
16. Aroma Joe's
17. CVS Project Health
18. Hands Only CPR
19. Community Health
20. UnitedHealthcare
21. Encompass Health Rehabilitation Hospitals
22. Kiniksa
23. Verve Therapeutics

WALK ROUTE MAP

