PAUL BRYANT • AWARDS •

2020 HOLIDAY GIFT GIVING GUIDE

GIVE THE GIFT OF IMPACT
The Paul “Bear” Bryant Awards is filled with joy to bring you a unique way to both support the AHA with your year-end giving as well as an opportunity to be a part of this special form of holiday gift giving. Give the gift of Impact this holiday season by making a gift to the AHA in honor of a friend or family member. Responding to our community is no easy task, especially during a season when so many need our help. By giving the gift of impact you are helping us continue to be a relentless force for a world of longer, healthier lives.

**HAPPY HOLIDAYS!**

**NUTRITION SECURITY**

Imagine having to walk a mile or more to have access to health fruits & vegetables. $5,000 could help us partner with various organizations to advocate for the availability of healthy food options within a community.

**HYPERTENSION**

Without regular monitoring of high blood pressure it’s difficult for doctors and patients to effectively treat the condition. $2,500 could provide 1 clinic that serves under-resourced areas with equipment to help their patients monitor and control their blood pressure at home.

**COMMUNITY RESPONSE**

For every minute that passes that a cardiac arrest victim doesn’t receive CPR, their chance of survival diminishes by 10 percent. $1,000 could train hundreds of students and student-athletes how to perform Hands-Only CPR and help save some of the 366,000 people who die every year from cardiac arrest.

**HYPERTENSION**

1 out of 3 adults have high blood pressure and don’t even know it. $500 could provide doctors offices with best-practice blood pressure improvement programs for their patients.

**TOBACCO & VAPING**

1 in 4 high school students used an e-cigarette within the last month. $200 could train 20 community advocates in a virtual setting so they are better equipped to push for policies that will reduce the impact of e-cigarettes in their neighborhood and beyond.
Children are the future in a world where cardiovascular diseases claim more lives each year than all forms of cancer and chronic lower respiratory disease combined. We must be laser-focused on preventive steps to enable our children to build a world free from cardiovascular diseases and stroke. How do we do that? We reach out and engage kids where they live, learn, and play.

‘Bring A Ball to Bear’ does just that by encouraging community members, donors and football fans to donate a sports balls to the The Paul “Bear” Bryant Awards ceremony to be distributed to our underserved communities. Our goal is to provide schools and community centers with sports equipment to encourage youth to be physically active wherever they are recognizing that participation in sports is proven to promote physical activity, build self-esteem, improve social skills and overall heart health.

For information on how to donate a ball or to host a collection box at your location please contact Sarah Siddiqui at sarah.siddiqui@heart.org.

Through the Paul “Bear” Bryant Awards, in its 35th year going into the 2021 event, college football coaches are recognized for their contributions both on and off the field. Each year, one top performing coach is selected to take home the “Bear” bust trophy and claim the final title of the season: the Paul “Bear” Bryant Coach of the Year Award. Behind the scenes, the award is much bigger than a college football game and a season’s success. It is an opportunity to shine a spotlight on heart disease and stroke while raising valuable funds to support research of the American Heart Association. Through the work and efforts of our volunteers and sponsors, the campaign has raised millions towards the lifesaving mission of the American Heart Association.

To give a gift or for more information on additional ways to support the Paul “Bear” Bryant Awards please contact Jenny Heinz, Senior Director at Jenny.Heinz@heart.org or by calling 319-290-5542.