The American Heart Association (AHA) of Greater Houston alongside the Paul "Bear" Bryant Awards Executive Leadership Team, have launched the "Be a Game Changer" initiative to raise critical funds to support the mission of the organization and to help kids stay active and be heart healthy, especially during the COVID-19 pandemic.

The "Be a Game Changer" initiative engages leaders through their passion both for the AHA mission and college football by uniting them through the Bryant Awards platform in the shared vision to make a collective financial investment ensuring all youth are afforded the equal opportunity to thrive in the classroom, on the playing field, and in life. Individuals are encouraged to join our huddle and "Be a Game Changer" by making a personal donation of $5,000 or more.

TACKLING ISSUES FACING OUR YOUTH:

Children are the future in a world where cardiovascular disease claims more lives each year than all forms of cancer and chronic lower respiratory disease combined. The AHA aims to infuse community impact into the Bryant Awards campaign through taking preventative steps to make sure our children live in a world free of cardiovascular diseases and stroke. For the sake of current and future generations, we must engage children early and often by arming them with information, advocating for healthy environments, and encouraging healthy habits.

Whether it’s an NCAA athlete or an elementary school child, the need to ensure all youth are “heart healthy” is urgent and real. In collaboration with the City of Houston and community stakeholders, through the “Be a Game Changer” initiative, the AHA will be able to address issues for youth such as food security, childhood obesity, e-cigarette dangers and awareness, and mental health in schools.

Responding to our community is no easy task, especially during a time when so many have been impacted. We cannot do it alone. Get in the game today, and become a game changer for the AHA and the future of our community.
In celebrating the 35th year of the Paul “Bear” Bryant Awards, the AHA is seeking support from 70 Game Changers to each have a minimum impact of $5,000 towards the $350,000 goal to help fund the mission of the AHA and this critical program.

**GOAL:**

**BY JOINING THE AMERICAN HEART ASSOCIATION’S “BE A GAME CHANGER” INITIATIVE YOU WILL:**

- Join fellow community leaders with a minimum financial commitment of $5,000
- Be part of the “I’m a Game Changer” media campaign sharing the collective impact
- Participate in a volunteer opportunity to deliver athletic balls collected during the holiday season through our “Bring A Ball to Bear” campaign to local youth serving organizations
- Become a member of the American Heart Association’s Cor Vitae Society

**HOW TO GET IN THE GAME:**

Join our team, and become a Game Changer by pledging your $5,000+ commitment today. To confirm your support, please contact Jenny Heinz at jenny.heinz@heart.org or at (319) 290-5542. Recruit others to join you in becoming Game Changers as the AHA seeks to raise $350,000 in collective impact for this initiative and our mission.

**ACTIVE KIDS ARE MORE LIKELY TO HAVE:**

- Stronger Decision and Problem-Solving Skills
- Healthy Weight and BMI
- Improved Mental Health and Self-Esteem
- Better Heart and Brain Health

**AMERICAN HEART ASSOCIATION MISSION:**

To be a relentless force for a world of longer, healthier lives