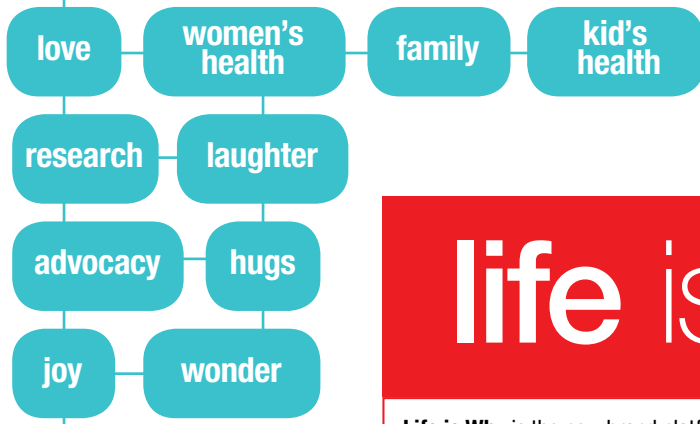


life is why activation.

brand positioning

To activate the brand, we must understand its full meaning, as it relates to the public, media relations, partners, volunteers and employees. A celebration of life, **Life is Why** offers a simple, yet powerful answer to the question of why we should all be healthy—in heart and mind. It also explains why all of us do what we do every day:



brand essence video



print ads



posters

discover your why

_____ is why.

This campaign is also a great opportunity to personalize the brand. And when a brand can be personalized, it is more powerful and meaningful.

Ask yourself this: what are those moments, people, or experiences that you live for? What or who brings you joy, wonder, and happiness? In other words, what is your **"Why"** in life? Discover your **Why** here.



my why t-shirts

live the why

At the American Heart Association and the American Stroke Association, we want people to experience more of life's precious moments. This means you too! That's why we encourage you to live the **Life is Why** brand. Show your support at our events, eat healthy, exercise and encourage others to do the same.

eat healthy

exercise

encourage others



wear red day



go red for women



jump rope for heart



heart walk



heart ball



hoops for heart

life is why.

Life is Why is the new brand platform that we, together, will deploy and infuse into our marketing materials, internal communication, PSAs, online videos, and social channels.

sharing the brand

You are a catalyst for encouraging heart and brain health and a brand ambassador. You can help us activate the brand in simple ways.

- **share** on social media
- **change** your cover photo to include your personal **Why**
- **revise** your email signature to include your **Why**
- **share** the brand essence video on facebook
- **tell** people about your **Why**.



life is why™

For more ways to activate our new brand, visit Heart.org/LifelsWhy for the toolkit resources.