On behalf of everyone at the American Heart Association, thank you for supporting our mission this year. Thanks to stations like yours, millions of Americans are taking steps toward living longer, healthier lives.

Recent research shows we still have more work to do.

Sedentary behavior has become a national health crisis. One in four U.S. adults sits for more than eight hours a day — a lifestyle linked to increased risk for heart disease, stroke, and mental health challenges. But there’s a simple, powerful solution: walking.

This year’s National Walking Day campaign, starting April 2, highlights the **mental health benefits of movement**. Just a few minutes of walking a day can reduce stress, lift your mood, and improve focus. It’s one of the most effective therapies people aren’t using — and it doesn’t require a prescription.

In our latest PSA spot, regular people share how walking helps them manage stress, recharge, and reconnect with their communities. By airing this spot, your station can help inspire others to do the same.

Thank you in advance for continuing to share this potential life-changing message. Together, we can help millions take that first step toward better health.

Warm regards,
Jessie Steenburg
Brand Marketing Manager, Healthy Living
American Heart Association
[heart.org/movemore](https://www.heart.org/movemore)