

# life is why.™

At the American Heart Association, we want people to experience more of life's precious moments. That's why we've made better heart and brain health our mission. It's also why we remain committed to exceptional training—the act of bringing resuscitation science to life—through genuine partnership with you. Only through our continued collaboration and dedication can we truly make a difference and save lives.

Until there's a world free of heart disease and stroke, the American Heart Association will be there, working with you to make a healthier, longer life possible for everyone.

## Why do we do what we do? life is why.

**Life Is Why** is a celebration of life. A simple yet powerful answer to the question of why we should all be healthy in heart and mind. It also explains why we do what we do: Lifesaving work. Every day.

Throughout your student manual, you will find information that correlates what you are learning in this class to **Life Is Why** and the importance of cardiovascular care. Look for the **Life Is Why** icon (shown at right), and remember that what you are learning today has an impact on the mission of the American Heart Association.



We encourage you to discover your **Why** and share it with others. Ask yourself, what are the moments, people, and experiences I live for? What brings me joy, wonder, and happiness? Why am I partnering with the AHA to help save lives? Why is cardiovascular care important to me? The answer to these questions is your **Why**.

## Instructions

Please find on the back of this page a chance for you to participate in the AHA's mission and **Life Is Why** campaign. Complete this activity by filling in the blank with the word that describes your **Why**.

Share your “\_\_\_\_\_ **Is Why**” with the people you love, and ask them to discover their **Why**.

**Talk about it. Share it. Post it. Live it.**    **#lifeiswhy**    **#CPRsavesLives**



**American  
Heart  
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life is why™



is why.

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