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ALS ASSOCIATION AND ICE BUCKET CHALLENGE: ADDITIONAL INFO

**Ice Bucket Challenge: Popular Campaign to Spread Awareness of ALS**

The ALS Association began during the summer of 2014 a campaign to promote awareness and encourage donating to fight ALS. As of Aug. 27, the campaign has raised $94.3 million since July 29, compared to $2.7 million in the same period last year.

**About ALS**

* Short for amyotrophic lateral sclerosis, ALS is a neurodegenerative disease that gained international attention in 1939 when Lou Gehrig revealed he had the disease
* Progressive degeneration of motor neurons eventually prevents the brain from being able to control muscle movement, leading to paralysis and later death
* Approximately 30,000 Americans may have the disease at any given time

**ALS Ice Bucket Challenge**

* Campaign to promote awareness of ALS by encouraging people to dump an ice-cold bucket of water on their heads
* Actor Matt Damon participated in the challenge but used toilet water to encourage participating without wasting water
* The ALS Association has posted on their website, [www.alsa.org](http://www.alsa.org), a statement encouraging participants to be mindful of water usage and to repurpose the water for later use or spread awareness using an alternative method
* Another disclaimer on the website reminds participants that the challenge may not be suitable for small children or anyone in poor health

**UNC-CH’s “Water In Our World” Theme**

* A campus-wide theme that promotes water conservation and research into other water-related issues like global access to clean water
* More information can be found at [www.watertheme.unc.edu](http://www.watertheme.unc.edu)

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