

ALS Mannequin Challenge Ad: "Every day is a Mannequin Challenge for ALS patients."

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The latest trend on social media is "the mannequin challenge". It's been done across the globe by politicians, celebrities, and athletes trying to stay on top of what's new. With help from Rae Sremmurd's latest song "Black Beatles", the challenge went viral.

Basically, the challenge involves people not moving while a video camera captures the inactivity in the group.

For our busy lifestyle, acting as a mannequin is a challenge.

But what if your disease prevents you from moving and every moment of your day is like being a mannequin? That is a bigger challenge.

And one group is using the mannequin challenge to raise awareness of one such disease—
amyotrophic lateral sclerosis (ALS).

Belgium's ALS Liga mannequin challenge is less of a gag, and more a form of ALS awareness. At the end of their challenge video, the people unfreeze around a ALS patient holding a sign that reads "Every day is a Mannequin Challenge for ALS patients." (see below).

Their video went viral as well.

With over 300k videos and over 2,000 shares, their mission of raising ALS awareness has definitely been heightened.

When asked on how this builds on the famous "Ice Bucket Challenge" that went viral a few years back, their ALS Liga's Publicist Marc Richard Vander Heyden responded, "This video is meant to make people think about the disease and to show the effect it has on your body. Encouraging them to donate and help the real researchers from the video find a cure will hopefully give ALS patients better life expectations."



What a great way to put a twist on one of the latest trends to help raise awareness towards rare diseases.

About ALS

Amyotrophic lateral sclerosis (ALS) or "Lou Gehrig's Disease," is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord. Motor neurons reach from the brain to the spinal cord and from the spinal cord to the muscles throughout the body.

Muscle weakness or stiffness are early symptoms of ALS. The Weakness progressing, leading to wasting and paralysis of the muscles of the limbs and trunk as well as those that control vital functions such as speech, swallowing and eventually, breathing.

Life expectancy of an ALS patient following diagnosis is 2 to 5 years however, some can live longer. According to the ALS Association, 5% of ALS patients live 20 years after diagnosis. The two main types of ALS are: 1) Sporadic (90 to 95% of cases) and 2) Familial (5 to 10% of cases). Approximately 5,600 people in the U.S. are diagnosed with ALS each year and 30,000 have the disease at any given time.