ICE BUCKET CHALLENGE

Former college _____ Pete Frates was diagnosed in 2012 with amyotrophic lateral sclerosis, or ALS, also commonly known as Lou Gehrig's disease. ALS is a relatively rare disease that attacks the _____ system. Eventually one loses the ability to move or speak—even the ability to _____. Life expectancy after diagnosis is two to five years. But Pete Frates had a goal. He wanted to _____ _____ of the disease and get people to contribute to its cure. And he had a big idea. It went like this: You made a video of yourself _____ a _____ of icy water over your head. You posted it on a social media site and challenged your friends to do the same thing within twentyfour hours or donate $100 to ALS _____. What happened next was _____. Social media users all over the world took up the challenge and posted videos of themselves. On Facebook, more than 2.4 million Ice Bucket Challenge videos were shared and were _____ 10 million times, reaching more than 400 million people. On YouTube, more than 2.3 million videos were posted. The challenge was mentioned more than 2.2 million times on Twitter. Everyone— from kids to next-door _____—to famous celebrities and _____—talked about it and took the challenge themselves. Whole _____—families, schools, and companies—took the challenge together. And in just one month alone, the Ice Bucket Challenge raised $100 million in _____. The challenge had its critics. Some said that it was mainly about having fun rather than doing charity work. In most of the videos, the cause—which was supposed to be finding a cure for ALS—was not even mentioned. Some called it a _____ stunt for celebrities and politicians. Other critics said that it was just an opportunity to be the star of

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your own video, without having to give anything. There were those who felt that people should have _____ the ice bucket entirely and simply donated money instead. Another point critics made was that, since ALS was a rare disease that affects few people, it would have been _____ to donate all that cash to a more serious problem, such as providing medical supplies for the Ebola epidemic that was turning into a _____ in West Africa at that same time. Nevertheless, people who are involved in charity work felt it was a very exciting _____ and a very successful event. It helped increase awareness of ALS, and raised much needed money for research. Perhaps most importantly, it made people feel connected as a community—that by getting involved and _____ with each other, they might be able to cure the world's problems. According to Susie Erjavec-Parker, owner of a Canadian social media and marketing firm, the Ice Bucket Challenge engaged people as a _____in several ways: For one thing, it appealed to the natural desire in most of us to help other people. Secondly, it created an _____ conversation people could watch on social media and share with their friends and family. And it was easy and fun to do. In fact, 21 percent of the videos posted on Facebook led to money donations. _____ dedicated to researching a cure for ALS received more donations than ever before. That's not bad at all.

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