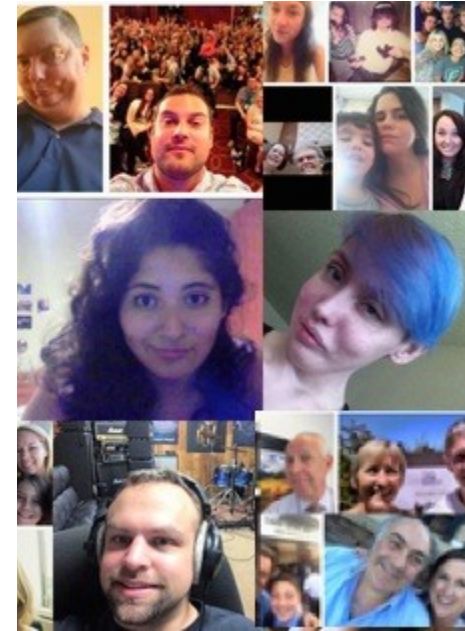




FSH

SOCIETY

 #FSHDselfies

The logo for the FSH Society. The letters 'FSH' are in a large, bold, red font. A red paintbrush with a flame-like tip is positioned diagonally across the 'S'. Below 'FSH' is the word 'SOCIETY' in a smaller, red, sans-serif font. At the bottom, there is a red rounded rectangle containing a white Instagram icon followed by the text '#FSHDselfies' in white.

#FSHDselfies

- Launched on July 7 and running until we reach 5000 selfies
- Raise awareness that FSHD inhibits ability to smile; show support for people with FSHD by smiling on behalf of those who cannot
- Take a selfie; tag it with #FSHDselfies; share on Instagram, Twitter, Facebook and other social platforms
- Raise awareness & funds / \$1 per selfie



#FSHDselfies

Over 1500 #FSHDselfies in week 1



#FSHDselfies






HUFF
POST IMPACT

OnlineAthens
ATHENS BANNER-HERALD

Campaign uses the power of the 'selfie' to raise funds for muscular dystrophy

KALAMAZOO
GAZETTE
BEST LOCAL CONNECTION





Viewpoint: FSHD form of muscular dystrophy sufferers need to build community

 **Max Adler**  Become a fan   
Actor

This Is FSHD

Posted: 07/16/2014 12:59 pm EDT | Updated: 07/16/2014 12:59 pm EDT 



Kristin Duquette  Become a fan   
US Paralympic Athlete, Disability Advocate

The Power of a Selfie

Posted: 07/09/2014 10:58 am EDT | Updated: 07/09/2014 6:59 pm EDT

FSH
SOCIETY
© #FSHDselfies



2,865...and counting...share #FSHDselfies today!

Other ways to raise awareness

- Host a small gathering of friends.
- Create an event! Fundraisers raise visibility.
- Promote FSH Society public service announcements to your local television stations. (Pick up a kit.)
- Write op-eds for your local newspapers.
- Give FSH Society educational materials to your doctor, physical therapist, school, etc.
- Come up with the next “Ice Bucket Challenge”!!



