#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

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

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