

## THE NEVER-ENDING MANNEQUIN CHALLENGE BY PUBLICIS BRUSSELS FOR THE BELGIAN ALS LEAGUE

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Over the past few weeks, it has been impossible to ignore the new internet hype “The Mannequin Challenge”. Among the many viral videos, there were a few magnificent ones. Just when you thought you had seen them all, a new Mannequin challenge by Publicis Brussels pops up, but this time for an important cause for the Belgian ALS League.

In the first few seconds of the video, you appear to be watching a regular Mannequin Challenge in a medical lab with researchers and professors in white coats who remained motionless while the camera winds its way through the area. When the last mannequin appears, the challenge gets a whole other meaning. While the researchers continue their activities, the last mannequin remained motionless, carrying a sign that says “For ALS-patients, every day is a Mannequin Challenge.”

ALS or Amyotrophic Lateral Sclerosis is a deadly nerve muscle disease causing motor neurons to die. ALS can be described as a disease which gradually paralyses the body completely from the neck onwards. You, the patient, can no longer move, talk, swallow or breathe and you become captured within your own body. Emotional, intellectual and sensory capacities remain intact. On average, patients die 33 months after diagnosis, without any hope of healing. Worldwide, more than 450.000 people suffer from ALS, which equals approximately 7 in 100.000. The ALS League Belgium is a non-profit non-subsidized organization, aiming at rendering the last years of the ALS patients lives more agreeable and at supporting their families. To this end psychosocial and administrative help, equipment to improve mobility and communication are provided, contacts with governmental services to defend the patient’s rights are established, scientific research is stimulated and financed via the “A cure for ALS” fund and tailor-made care is accommodated via the “MaMuze” fund.



The Belgian ALS League and the researchers in the movie are in need of funds to continue their research on ALS. You can help by donating and sharing this video.

Watch the video [here](#)

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