

THE SQUAT CHALLENGE



Social Media Copy Examples / Suggestions

“I am completing the Muscles for Muscles Squat Challenge to help build muscles for those who can't and raise awareness for those living with FSHD”. Help support me during this challenge by donating today”.

“This challenge is bigger than just fundraising, it is personal to the one million people and their families living with FSHD. They need your help to find treatments and a cure. Join the fun, get involved, and do something positive this year alongside with me.”

“All donations received from the Muscles for Muscles Squat Challenge will help support FSHD Global's quest to find treatments and an ultimate cure for FSHD”

“Over the course of May we want to collectively achieve over 1 million squats! Yes that is a big number but this represents the number of people worldwide who live with this debilitating disease, Facioscapulohumeral Muscular Dystrophy”

“I am completing The Muscles For Muscles Squat Challenge. Support me support those living with FSHD by donating today”

“I am completing The Muscles For Muscles Squat Challenge. I will be attempting to achieve over X amount of squats across the month of May”. You can help support me during the challenge by donating a small amount. Please click on the link below (insert your donation page link)”

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FSHD INFORMATION

Why?

The Muscles for Muscles Squat Challenge encourages people of all fitness levels to partake in building their muscles for those who simply can't.

It also gives people living with this debilitating disease an opportunity for their friends and loved ones competing in their team, a sense of empathy to the importance of having functional muscle and movement.

All tax deductible donations generated from the Muscles for Muscles Squat Challenge will help fund medical research and education into muscle wellness, muscle technology and an ultimate cure for FSHD. With your help we can continue to fight for a cure, and fast track treatments for our loved ones in the community.

What is FSHD?

Facioscapulohumeral muscular dystrophy (FSHD) is a highly complex and progressive muscle wasting disease causing weakening and loss of skeletal muscles. FSHD is one of the most common forms of muscular dystrophy in adults and children.

People with FSHD live with no known cure and few treatments currently available. As a genetic disease, FSHD affects people of all ages, religion, sex and body type. It does not discriminate, and neither does this campaign!