

ICE BUCKET CHALLENGE – SUCCESS STORY



We all have come across at least one of those viral ice bucket challenge videos. But not all those who see or even join the video challenge know what ALS is, or what the video is all about. These viral videos try to raise awareness about a disease called ALS.

What is it all about?

“The feeling of ice-cold water over the body is said to be similar to the numbing effect of ALS.”

ALS basically stands for Amyotrophic Lateral Sclerosis, a disease which affects nerve cells in the brain and the spinal cord.

Motor neurons are nerve cells that reach from the brain to the spinal cord and from the spinal cord to the muscles throughout the body. ALS is a condition where progressive degeneration of the motor neurons takes place and eventually leads to their death. This further results in loss of brain’s ability to initiate and control muscle movement. The voluntary muscle action progressively degrades and in later stages of the disease may leave the patient totally paralyzed. More than 12000 people in US have been diagnosed with ALS. Although, research scientists suspect it to have some genetic links, there is no known cause of ALS found yet, it basically occurs very randomly. Also, the cure for the same could not be found yet. In 1995, the US Food and Drug Administration (FDA) approved the use of riluzole, which is believed to reduce damage to motor neurons. This drug prolongs survival by several months, but does

not repair already-damaged motor neurons.

Who started the Ice-Bucket Challenge?

The idea of dousing ice cold water on one's head and raising funds is not exclusive to ALS, it has roots in the past.

The Ice Bucket Challenge for ALS began on July 15, 2014 when Golfer Chris Kennedy made a video and challenged his cousin in New York, whose husband has had ALS for 11 years.

ALS Ice Bucket challenge is a Blockbuster!

As of Tuesday, August 26, The ALS Association has reportedly received \$88.5 million in donations compared to \$2.6 million during the same time period last year (July 29 to August 26). These donations have come from existing donors and 1.9 million new donors to The Association, which is incredibly grateful for this tremendous outpouring of support.

Now the main question: How the ALS Ice Bucket Challenge became a Social Media Blockbuster?

The ALS campaign is a huge success as it basically focusses on the enhancement of participants' personal capital in performance of a good deed.

The people who use social networking sites like Facebook, Twitter for all practical purposes are running little media houses. And all of them face the same problem, "Where will the next story come from?"

Originality is too time consuming, imitation follows and fads take place.

The ALS ice bucket challenge offers an example of a brand harnessing the energy of a narcissistic fad on social networks in service to the brand itself.

The usual elements are there:

An act that is Incongruous,

Not easy to do,

scream "Look at me!"

Yet here, the incidental meaning is not at all dissociated from the personal meaning.

The campaign has been a viral sensation as it is very simple, everybody and anybody can imitate the process and because it is time bound, the challenge has to be completed within 24 hours. These two factors have led to the videos go viral across all the social platforms, that too as quickly as anything!

And the spread is tremendous! Celebrities are jumping in on the action. Sports teams are not far behind. In fact, almost everyone who is challenged by a friend, co-worker, or family member joins in.

Nonetheless, cheers to the campaign, may it achieve its goal!

ICE BUCKET CHALLENGE @ SRCC

the students of SRCC Global Business Operations were not to be left behind in taking up the

ALS ICE BUCKET CHALLENGE. The arrangements were made within a day's notice with utmost fervour and enthusiasm. The SRCC COP area was chosen as host to where the challenge would take place. FMS – Delhi, IIFT – Delhi and MDI – Gurgaon were chosen as the colleges who were to be challenged. With the stage set, challenges meted out, the buckets brimming with ice, the participants lined up and the mega crowd of SRITES cheering nonstop, the ice bucket challenge was a go. As per the ALS motto, donations were collected and the amount was donated towards charity. The event was a grand success right from its organization to its execution in all aspects