The Ice Bucket challenge is an (1) _________ in which people (2) _________ a bucket of ice water on someone's head to (3) _________ the awareness of a disease called ALS, a (4) _________ which kills neurons and leads to the destruction of (5) _________ in your body. It results in speaking, swallowing and breathing problems and, ultimately, death. There is no (6) _________ for ALS and life expectancy for those suffering from the disease is only a few years. The hype around the Ice Bucket Challenge started out towards the end of 2013 and went (7) _________ on social media during the summer of 2014.

The (8) _________ started when Pete Frates, a Boston college baseball player, was diagnosed with ALS. Pete started to fight the disease in his own way, by making it (9) _________ on TV and other media. One of Pete's friends introduced him to the ice-bucket challenge. As Pete couldn't do it himself, he called for others to do it for him. At first, (10) _________ all over Boston were taking part. As the (11) _________ spread, celebrities, politicians and many other people took part in order to make the public aware of the illness and raise (12) _________.

The Ice Bucket challenge has been a (13) _________ campaign with millions of videos circulating on Facebook and YouTube. By using social media platforms, it has (14) _________ across the world like no other movement before it. The rules of the challenge are quite simple. Within 24 hours of being (15) _________ by someone, (16) _________ must record a video of themselves pouring ice water over their head. While many individuals see the challenge as a fun event, some take it seriously and actually (17) _________ money to the ALS foundation or some other charity. The ALS association is reported to have (18) _________ over $100 million dollars during the summer months of 2014. Before the challenge public (19) _________ of ALS was limited. Hardly anyone knew about the disease, because it (20) _________ very few people – about 2 per 100,000.
The Ice Bucket challenge is an activity in which people dump a bucket of ice water on someone’s head to promote the awareness of a disease called ALS, a disorder which kills neurons and leads to the destruction of muscles in your body. It results in speaking, swallowing and breathing problems and, ultimately, death. There is no cure for ALS and life expectancy for those suffering from the disease is only a few years. The hype around the Ice Bucket Challenge started out towards the end of 2013 and went viral on social media during the summer of 2014.

The movement started when Pete Frates, a Boston college baseball player, was diagnosed with ALS. Pete started to fight the disease in his own way, by making it public on TV and other media. One of Pete’s friends introduced him to the ice-bucket challenge. As Pete couldn’t do it himself, he called for others to do it for him. At first, athletes all over Boston were taking part. As the craze spread, celebrities, politicians and many other people took part in order to make the public aware of the illness and raise funds.

The Ice Bucket challenge has been a successful campaign with millions of videos circulating on Facebook and YouTube. By using social media platforms, it has spread across the world like no other movement before it. The rules of the challenge are quite simple. Within 24 hours of being challenged by someone, participants must record a video of themselves pouring ice water over their head. While many individuals see the challenge as a fun event, some take it seriously and actually donate money to the ALS foundation or some other charity. The ALS association is reported to have received over $100 million dollars during the summer months of 2014. Before the challenge public awareness of ALS was limited. Hardly anyone knew about the disease, because it affected very few people – about 2 per 100,000.