

Complete the text on a phenomenon called the Ice Bucket Challenge. Fill in the blanks from the word list on the right. There are TWO words you will not need.



Ice Bucket Challenge
Image: slgckgc [CC BY 2.0]

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.

activity
affected
athletes
awareness
challenged
craze
cure
disorder
donate
dump
funds
illness
movement
muscles
participants
promote
public
received
spread
successful
suffer
viral

KEY

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.