

# This 'Mannequin Challenge' Video Highlights the Reality of Life With ALS

Belgian Charity Uses the Viral Meme to Make a Serious Point

By Alexandra Jardine. Published on Nov 30, 2016



## Editor's Pick

All over the world, people have jumped on the trend of the "mannequin challenge" -- the viral meme where people remain frozen in action like mannequins while a video is recorded -- with various fun results. But in Belgium, one charity has used the theme to make a serious point about a life-limiting disease.

The Belgian ALS League and agency Publicis Brussels recorded a video in the typical "mannequin challenge" style -- people remain frozen in poses in a laboratory while the track "Black Beatles" by Sremmurd plays. However, at the end of the film, a young man suffering from ALS (Amyotrophic Lateral Sclerosis) remains frozen in position while everyone else starts to move again, holding a sign reading: "Every day is a Mannequin Challenge for ALS patients."

It's both a timely reminder about the disease (which became much better known following the success of last year's Ice Bucket Challenge) and a sobering reminder that no matter how much fun it is to pretend to be a mannequin, nobody wants to lose the nerves that control muscle movement.

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