

Watch: ALS scientists create mannequin challenge with a poignant twist

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Scientists in Belgium working on Amyotrophic Lateral Sclerosis (ALS) have created a unique mannequin challenge video to highlight the need to fund further research to improve the lives of people suffering from the terminal disease.

News



The video opens with scientists from the ALS League Belgium recreating **the mannequin challenge**, which sees people remain 'frozen in action', in various laboratory scenarios.

Unlike a typical mannequin challenge video, though, the scientists end by continuing with their day-to-day work. However, one person - an ALS sufferer - remains still. The man carries a sign that reads: "Everyday is a mannequin challenge for ALS patients".



Just when you thought you saw enough [#MannequinChallenge](#), we decided to make this one.

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According to the ALS League, those with the disease can no longer move, talk, swallow or breathe and become "captured" within their own bodies. Yet despite this, emotional, intellectual and sensory capacities remain intact, the League said.

French PR and ad agency Publicis was tasked with making to video to show how vital research into the disease is, and how important access to new funding is for the League and those with ALS, who typically die within 33 months of diagnosis.

Throughout 2014, ALS - also known as Motor Neurone Disease and Lou Gehrig's disease, was at the centre of many peoples' minds thanks to the **ice bucket challenge**, in which people have a bucket of icy water poured over their head to help raise funds and awareness for the disease.