

SOULFREE'S 20-20 STATUE CHALLENGE

For every step we take, every movement we make myriad muscles work in seamless unison, in a miraculous event that we all take for granted on a day-to-day basis. However, people with spinal cord injury are left paralysed below the level of injury, in a condition that presently has no cure.

In an effort to raise awareness about the plight of those suffering from spinal cord injury in India and also to help each and every one of us appreciate the precious gift that is a healthy body, 'Soulfree', A Public Charitable Trust in India has instituted this "20-20 STATUE CHALLENGE".

IT IS HEALTH THAT IS
REAL WEALTH AND NOT
PIECES OF GOLD AND
SILVER. – MAHATMA GANDHI

Please Come Forward to Take the Soulfree 20-20 Statue Challenge:

"For the duration of 20 min and 20 seconds the participant must remain a statue – not move any muscle below the neck! You cannot use the bathroom, move your hands in any way, move your legs in any way, shift the weight from your buttocks, take a drink of water, or do anything that will require you to move any muscle other than the neck. If you need something urgently, even scratch an itch, you can use your voice to ask for help."

When you are done, Soulfree requests you to do the following:

- ✓ DOCUMENT – With the help of your friends and family, create a video recording of the last 30 seconds of your challenge, counting down from 10-9-8. Spontaneously express your feelings, emotions, thoughts in the video – the inconvenience, helplessness and dependence that you went through while taking the challenge. Did you succeed or quit? What do you think of the struggle, perseverance and fighting spirit of people who live in this condition permanently? Upload it to YouTube or Facebook & share it on the Soulfree Facebook Page. Take photos. Write blogs. Share with all. Let it go viral!
- ✓ SPREAD THE WORD – Increase awareness about the seriousness of spinal cord injury in the world around you. Spread the word about Soulfree's (www.soulfree.org | www.Facebook.com/soulfreetrust | Twitter:@preetistan) effort to raise awareness about spinal cord injury and empower the positively-abled in India.

- ✓ **KEEP THE CHALLENGE GOING** – If you feel you have succeeded in the challenge, you need invite only 5 friends. However, if you find yourself unconsciously moving or quitting before the allotted time, the challenge requires you to invite 10 of your friends, close ones to carry on the challenge.
- ✓ **RAISE FUNDS** – When each challenger pools an equal amount of Rs. 10/100/or any denomination thereof and contributes it to the Soulfree effort, these funds will be used to raise awareness about spinal cord injury in India, and assist in the upliftment of those

*"We make a living
from what we get.
We make a life from
what we give." -
Winston Churchill*

living with this condition on a permanent basis.

A spinal cord injury can happen to anyone at any time; the statistics in the United States of America is that an injury happens every 38 min. However, in India, one of the world's most populated countries, there is no awareness about this currently incurable condition.

Without proper emergency medical care, rehabilitation facilities, medical insurance, opportunities in education, employment and make-up entrepreneurship, quadriplegics are forced to really suffer. Women with spinal cord injuries end up being severely stigmatised, treated as a shame and a burden on the family, and more often than not, forced to lose hope and commit suicide.

Soulfree seeks your support in fundamentally changing the way the differently -abled are viewed in India! Here's wishing you a thoroughly enjoyable and enlightening challenge!

TO DONATE IN INDIAN RUPEES THE SOULFREE BANK ACCOUNT DETAILS ARE:

NAME: SOULFREE

TRUST ACCOUNT NUMBER: 50200003238955

TYPE OF ACCOUNT: CURRENT

BANK: HDFC

IFSC CODE: HDFC0000876

FOR MORE DETAILS PLEASE CONTACT:

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