



Join Us in "A New FA" Initiative for FA Awareness Day

Fire alarm? French Alps? Furry animals? For those outside of the Friedreich's ataxia community, the meaning behind the letters FA might be a mystery. Help FARA change this by joining us in a new social media initiative leading up FA Awareness Day on May 18, 2013.

Today, FA stands for Friedreich's ataxia. But we envision a future with a cure. With "A New FA," we're inviting Facebook users to submit ideas for what FA could stand for in a world without Friedreich's ataxia.

To take part, FARA will be accepting photo submissions via its Facebook page:
<https://www.facebook.com/CureFA>.

- Photos should clearly display your idea for what FA could stand for and must include the F _____ A _____ placard ([download here](#)) with the blanks filled in reflecting your submission. Please utilize the FB status or photo caption if you'd like to say more about what your F_____A_____ submission means to you.
- FARA will be accepting **family friendly** content submissions now through Wednesday, May 15. We will narrow the field down to five finalists in handful of categories and request our Facebook fans to vote on May 16 and 17 to select a winner in each. Categories include:
 - Most Creative
 - Most Humorous
 - Best photo
- Winners will be announced on FA Awareness Day on Saturday, May 18 and will receive their choice of a Team FARA dry-fit shirt, a Team FARA cycling jersey, an entry to one of FARA's upcoming Ride Ataxia cycling events, or lunch with FARA President, Ron Bartek.
- We encourage participants to post their photo on their own Facebook page as well the status, "In an FA free world, FA will no longer stand for Friedreich's ataxia but for F_____ A_____. Friedreich's Ataxia Awareness Day is on May 18. Visit curefa.org to learn more. Together we will cure FA!"

Please email info@curefa.org if you have questions regarding how to participate in this campaign.