

PP
MD

WORLD DUCHENNE
AWARENESS DAY

SEPTEMBER 7

#WDAD2025

FAMILY IS
THE HEART
OF CARE

FAMILY ACTIVATION GUIDE



LETTER TO THE COMMUNITY

Dear Duchenne and Becker Community,

Each year on World Duchenne Awareness Day, our community comes together to share our stories, raise our voices, and shine a global spotlight on Duchenne and Becker muscular dystrophy. Spearheaded by the World Duchenne Organization, World Duchenne Awareness Day is a day to remind the world why awareness matters—and why every voice makes a difference.

This year's theme, "Family: the heart of care," speaks to the foundation of our strength. Families—whether by birth, choice, or community—are at the center of the passion, support, and determination that sustain all of us affected by Duchenne and Becker. The journey is not easy, but we face it together, and in doing so, we make each other stronger.

This toolkit was designed to make it simple for you to join PPMD in celebrating #WDAD2025. Included you'll find ready-to-use social media graphics, sample posts, and tips for sharing your story on September 7th. Whether you post a family photo, share this year's theme, or tell your personal Duchenne story, you are helping to grow understanding, inspire action, and fuel hope.

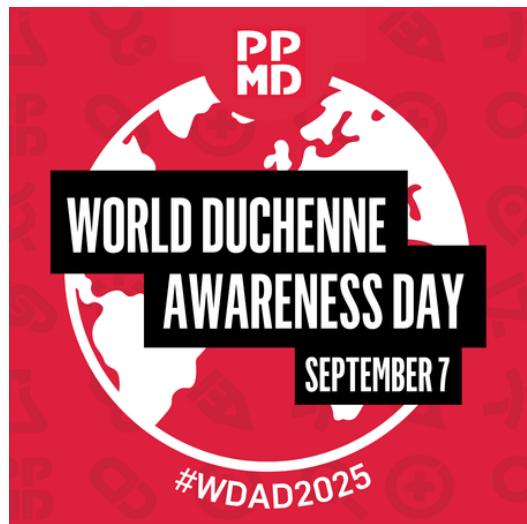
On World Duchenne Awareness Day, every share counts, every story matters, and together we amplify the message that families are—and always will be—the heart of care.

Thank you for being part of this incredible community and for lending your voice to this important day. I can't wait to see the heart, creativity, and strength you share with the world.

With gratitude and hope,



Pat Furlong
Founding President
Parent Project Muscular Dystrophy





**FAMILY IS
THE HEART
OF CARE**

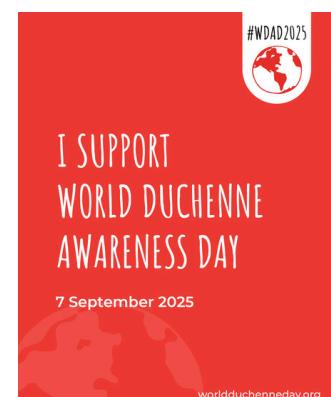
The World Duchenne Awareness Day (WDAD), a global initiative spearheaded by the World Duchenne Organization, aims to raise awareness about Duchenne and Becker muscular dystrophy and has gained historic significance with the United Nations' official recognition of the day.

This year's theme for World Duchenne Awareness Day is "Family: the heart of care," emphasizing the importance of family, friends and our community in enhancing the well-being and advocating for people living with Duchenne.

Learn more at www.worldduchennday.org.

GET INVOLVED

- Download the press pack and fact sheet to learn more about the history of WDAD
- Join the pledge and upload these images to your social media
- Use #WDAD2025 to post and engage on social media



ACTIVITIES AND EVENTS

SHARE YOUR FAMILY'S STORY

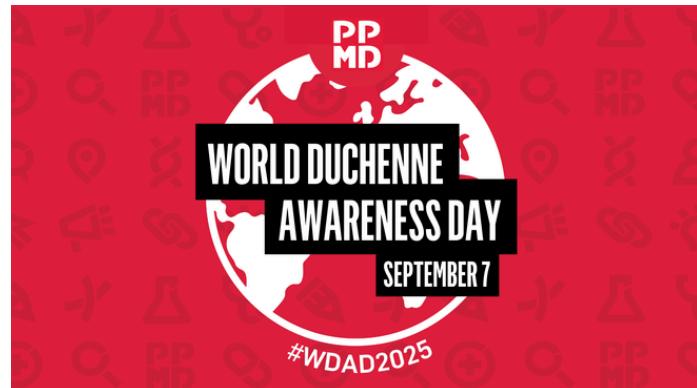
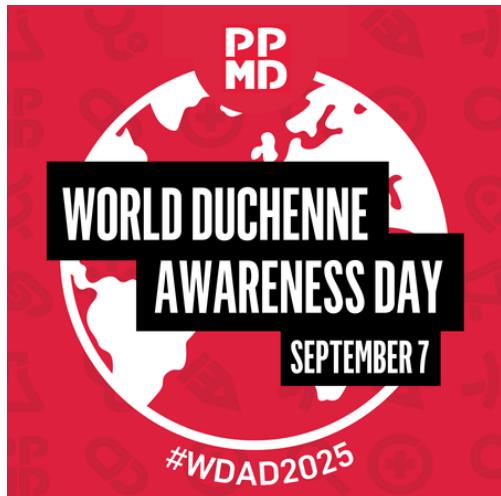
Tell your family's story on social media. Use the following captions for inspiration.

"Today is World Duchenne Awareness Day, and we're joining families around the world to shine a light on #Duchenne muscular dystrophy. For us, it's personal. Every voice, every story, and every step forward matters. Join us in learning more and getting involved: parentprojectmd.org/WDAD"

"#WDAD2025 September 7th is World Duchenne Awareness Day! Today we raise our voices, share our stories, and honor the families—in each and every form—that are at the heart of care for the Duchenne community. Help us raise awareness and end Duchenne, together. #WDAD2025 Join us: parentprojectmd.org/WDAD"

"The theme for World Duchenne Awareness Day this year is Family: The Heart of Care. On September 7th, we celebrate the fact that family means everyone in this community—near and far—who lifts each other up and gives their all to fighting to end #Duchenne. #WDAD2025 Join us: parentprojectmd.org/WDAD"

Download social media images here.



ACTIVITIES AND EVENTS

BAD SHIRT FRIDAY

On Friday, **September 5**, we invite you to wear your loudest, most outrageous shirts, share a selfie on social media using the hashtag #BadShirtFriday and make a donation to support PPMD.

Bad Shirt Friday is a chance to show that families are not only at the center of care, but also at the center of this effort to raise awareness for Duchenne. Whether you're a parent, sibling, friend, or ally—your voice (and your shirt!) can help amplify the message.

Thanks to the generosity of the Joti Family, every dollar donated to your team will be matched up to \$50,000!

Learn more at www.parentprojectmd.org/badshirtfriday.

CONNECT WITH PPMD ON SOCIAL MEDIA

We want to hear from you! Tell us how you are participating in World Duchenne Awareness Day by posting on social media and tagging PPMD.



@ParentProjectMD