



BAD SHIRT FRIDAY

**WEAR A BAD SHIRT
FOR A GOOD CAUSE**



THE BAD SHIRT FRIDAY WORKPLACE CHALLENGE

Friday, September 4, 2026

1. Set up a company fundraising page at donate.parentprojectmd.org/badshirtfriday.
2. Ask employees to wear a bad shirt to work in exchange for making a donation to Parent Project Muscular Dystrophy.
3. Share your company fundraising page with clients, vendors and your employees' networks.

ABOUT BAD SHIRT FRIDAY

Bad Shirt Friday is a global awareness campaign to help shine a light on Duchenne muscular dystrophy. On Friday, September 4th, we invite you to wear your loudest, most outrageous shirts and share a selfie on social media using the hashtag #BadShirtFriday.

This year, as we approach World Duchenne Awareness Day on September 7th, each ugly shirt worn on Bad Shirt Friday is a bold, visible way to spark curiosity and start conversations about Duchenne—its challenges, the urgent need for therapies, and the strength of the families and individuals it affects. And have some fun!

