



The EPIC Foundation
EMPOWERING PEOPLE WITH INVISIBLE CHRONIC ILLNESS
Together, we are EPIC!

Memorandum

To: EPIC Foundation Chairs/Directors/Members
From: Social Media, Engagement and Publicity Committee
Date: March 23, 2017
Subject: Making a video for 4/8 - CUSHINGS AWARENESS DAY

Thank you for being willing to participate in giving a voice to Cushing's Disease in recognition of April 8th - Cushing's Awareness Day! Here is what I need from you:

1. Either a picture of you holding a sign with your name and location or a short video clip of you stating your name and location.
2. A picture of you holding a sign with your status – something like:

CUSHINGS SURVIVOR

Pituitary Adenoma 2005

Reoccurrence 2011

NOTE: I would love it if you have a mother, spouse, child, or friend, would do this as well and hold a sign that says something like:

CUSHINGS SUPPORTER or
MOTHER TO A CUSHIE or
MY WIFE HAS CUSHINGS

3. A short video clip of you stating what you would like people to know about you. Please keep it simple and only 1 or 2 sentences. If you would like to submit more than one, that would be great, but please make separate clips for each one.

Here are some examples of great statements:

*"I am more than my bad days."
"I don't want your sympathy, I want your empathy."
"I'm not just fat!"
"I am a survivor!"*

*"Diagnosis was the hardest part for me."
"I wish doctors would really listen to me."
"I didn't choose this, but I will beat it!"
"Be your own advocate"
"Don't give up!"*

4. A picture of you holding a sign that says “*I UNDERSTAND!*” - NOTE: If you have a friend that participated in #2, please have them do this one as well!
5. A short video clip of you saying. “*You are not alone.*” - NOTE: If you have a friend that participated in #2, please have them do this one as well!
6. A short video clip of you saying: “*ASK ME!*” - NOTE: If you have a friend that participated in #2, please have them do this one as well!

When making your signs and taking your photos, please consider these things:

1. Write of use LARGE, BOLD font so it shows up well
2. Be as colorful and creative as you want to be, but know that a simple sign is ok, too!

When making video clips, please consider these things to make the editing process easier:

1. No need to get fancy, just use your phone!
2. Speak slowly and clearly.
3. Wait for 3 seconds after you start the video before you start speaking and 3 seconds after you are done speaking before you stop the video.
4. If you have funny blooper clips, send those to me as well! 😊

I understand that this may seem like a lot and might be overwhelming. If you only want to participate in one of two, that is fine as well.

The sooner you can provide your submissions to me the better it will be, but the final deadline is Saturday, April 1st. Please send your submissions to autumn@epictogether.org

In the meantime, please let me know if you have questions.

Again, thank you for being part of this. We are #EpicTogether !