

## Crakmedia has Accepted the Ice Bucket Challenge!

Written by Australian Business

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QUEBEC CITY, QC, August 30, 2014 **/24-7PressRelease/** -- The challenge, which calls for the dumping of water on one's head to raise awareness and raise money for the fight against ALS (Amyotrophic lateral sclerosis), often referred to as "Lou Gehrig's Disease," has been all the buzz around the Internet in the last few weeks. This progressive neurodegenerative disease attacks the nervous system, affecting the nerve cells in the brain.

Crakmedia will donate \$20 for every Crakmedia employee who takes part in this challenge, which also happens to be for a fantastic cause. However, to do things differently, Crakmedia will not be nominating other companies for the challenge, but rather, famous and influential figures that have been fortunate enough to live long, healthy, ALS-free lives thus far: The Pope, Queen Elizabeth, and Hugh Hefner.

Thanks to the mass participation of employees (50 staff members) Crakmedia will donate \$1000 to the ALS Association - a nice contribution to the cause.

Crakmedia strongly supports charity and encourages everyone to donate to this cause. The company hopes by nominating some of these international, influential leading figures, that additional awareness will be raised.

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