

Annual Shades For Migraine Day Returns On June 21

Bob the penguin gets a taste of migraine pain on World Migraine Solidarity Day

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Tomorrow - June 21 - is your chance to wear sunglasses anywhere, any time, all the time. It's World Migraine Solidarity Day and wearing a pair of shades will show support for the more-than one billion humans who suffer from those serious headaches.



The [Association of Migraine Disorders](#) has released another of its penguin videos - Show You Care, Wear A Pair II - to give non-sufferers an idea of what it is like for sufferers to be debilitated, and again Bob the penguin is in the spotlight as he finds out what its like to go through a migraine episode. It was created and produced by Chocolate Moose Media.

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Firdaus Kharas

The video's goal is to get people to make a statement by wearing any type of sunglasses and posting a picture of themselves on social media with the hashtag #ShadesForMigraine. Because it is a worldwide disease the video is in 10 language versions: English (in American, British, Australian and Irish accents), Spanish, French,

Danish, Mandarin, Hindi and Arabic.

“Migraines know no borders but that doesn't dilute the suffering. World Migraine Solidarity Day is something everyone should know about and support,” says CMM founder Firdaus Kharas.

About Chocolate Moose Media

Chocolate Moose Media (CMM) is the world's leading producer of animated behaviour-change communications aimed at solving health and social issues around the world. Led by renowned social innovator, director and humanitarian Firdaus Kharas, CMM produces animation, documentaries, videos and television series designed to educate, entertain and change societal and individual behaviour to positively influence viewers' knowledge, attitudes and behaviour, especially those of children and young adults, in order to better the human condition. More than 3,500 animated videos in 188 language versions are available online in a Vimeo channel.

About the Association of Migraine Disorders

The association is a non-profit organization with a mission to end the suffering from migraine illness through research, education, and collaboration. For further information visit <http://www.migrainedisorders.org>.

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