How to do the Seven Second Freeze Challenge

1. Get your phone ready or have a friend record you
2. Quickly (about 7 seconds) drink an icy or slushy drink
3. Experience brain freeze (it only lasts a few seconds)
4. Challenge 3 friends to take the Seven Second Freeze Challenge
5. Post your videos to social media on June 1st with hashtags #NHFreeze #FreezeChallenge
6. Make a donation at [www.headaches.org](http://www.headaches.org) or text “headaches’ to 61094
Hi all, I am about to do the National Headache Foundation’s Seven Second Freeze Challenge for Migraine and Headache Awareness Month.

I’ve got my frozen drink – Let’s GO!!

(Drink) WOW!

To help support research and education, I am going to to DONATE $20 at headaches.org.

I challenge ______, _______, and _______ to complete the challenge in 24 hours and donate $20.
I’m making this video because I was nominated by Tom Dabertin to complete the NHF’s Seven Second Freeze Challenge.

The challenge is to give myself a brain freeze in an effort to raise money during National Migraine and Headache Awareness Month!

So, I’ve got my Slurpee, and here I go!

[Drink and count down with your free hand to seven]

Wow! Gee Whiz! Boy that sure was cold!

I challenge______, ________, and ________

You have 24 hours to complete this challenge otherwise you must DONATE to headaches.org! Good luck!
Hi. I have been challenged by a coworker/friend (name) to participate in the National Headache Foundation’s Seven Second Freeze Challenge.

The purpose of the Challenge is to support for those with migraine and create awareness about the disease.

I have two choices. Take the challenge and drink or make a donation to the NHF.

I choose to donate and help support the more than 40 million Americans who have migraine or headache disorder.

Donating is easy. Text #Headaches to 61094 or go to Headaches.org.

Now I would like to challenge three friends, _____, _____, and _____.

Guys drink and donate to help.
I was nominated to do the NHF’s Seven Second Freeze Challenge

But I have chronic migraine, so I am not going to give myself brain freeze!

So, I am going to headaches.org to donate $20 for migraine and headache research and education.

I nominate _____, _____ and _____, to DRINK and DONATE!

Good luck!
Sample Script

I was nominated to do the NHF’s Seven Second Freeze Challenge and give myself brain freeze for a few seconds.

I have chronic migraine, so I experience pain as intense as brain freeze almost all of the time. I also experience nausea, dizziness, and sensitivity to lights and sound.

So, I choose to donate and not drink! I am going to headaches.org to donate $20 for migraine and headache research and education.

I nominate _____, _____ and _____, to DRINK and DONATE!