



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 or text “headaches” to 61094



Sample Script Drink and Donate

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.

Sample Script Drink and Donate

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!

Sample Script Donate

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](https://www.headaches.org)

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

Guys drink and donate to help.

Sample Script Donating not Drinking

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](https://www.headaches.org) to donate \$20 for migraine and headache research and education.

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

Good luck!

Sample Script Experience My Pain

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](https://www.headaches.org) to donate \$20 for migraine and headache research and education.

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