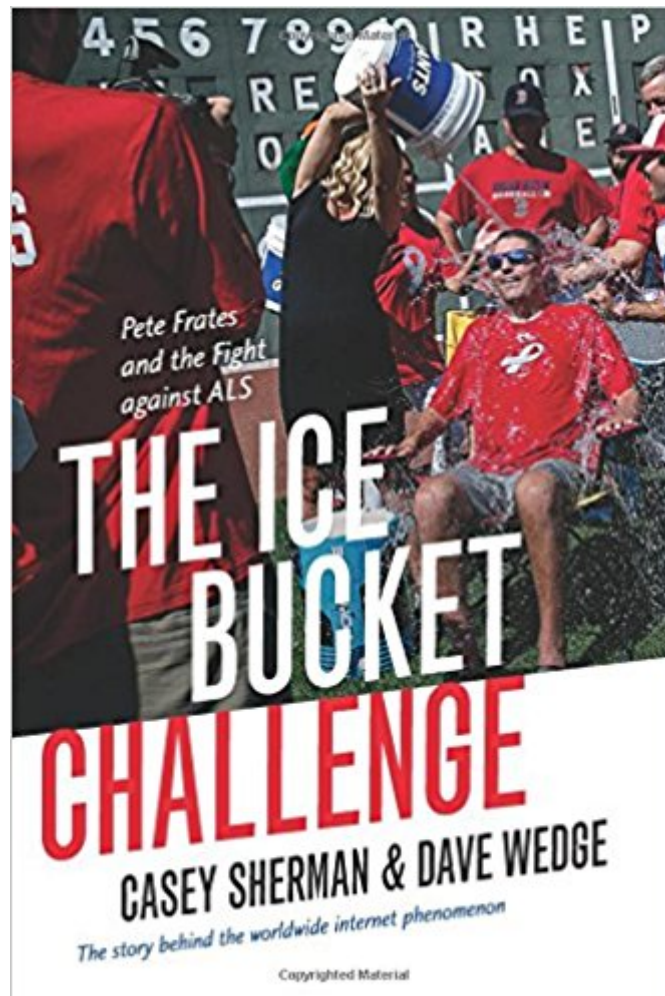




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The Ice Bucket Challenge: Pete Frates And The Fight Against ALS



Synopsis

While everyone knows of the Ice Bucket Challenge, the viral craze that swept the nation in summer 2014, too few know the truly inspirational story behind it. Pete Frates was a man at war with his own body. A man whose love for others was unshakable. A man who refused to fight alone, and in so doing mobilized a global army to combat one of the most devastating diseases on earth: ALS, or Lou Gehrig's disease. When disease crippled Frates, the former Boston College baseball star turned tragedy into inspiration. Pete's story is a testament to the power of love, the steadfastness of family, the generosity of strangers, and the compassion of crowds. Half of the author's proceeds will go to the Frates family.

Book Information

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Customer Reviews

"It would seem impossible to capture all the things Pete Frates means to the world, as a person and as a champion in the fight against ALS. Somehow, this book manages to do just that!"
•Matt Ryan, NFL Most Valuable Player 2016
"The Ice Bucket Challenge isn't just the story of Pete Frates' great courage, spirit, and heart. It is a story of a young man who refused to let ALS stop him from changing the world, and brought the world together in the process!"
•Mike Lupica, New York Daily News
"Pete Frates has honored the memory of Lou Gehrig by inspiring a new generation to find a cure for ALS. The Ice Bucket Challenge tells an amazing story of family, courage, and relentless determination and serves as a powerful reminder why we are so proud to call Pete a

member of the baseball family. Robert D. Manfred, Jr., commissioner of Major League Baseball, "I am awed that Pete was able to channel his passion and generosity to create the Ice Bucket Challenge. Pete opened himself up to his community and it turned out his community was the whole world. This book is truly amazing and shows how this simple act created a viral phenomenon that, even now, is raising awareness of ALS. Elizabeth Banks, actor and director "Captures the toughness, character, and heart of Pete's story. The book vividly exposes the reader to Pete's journey, which began long before the first ice bucket challenge and continues long after. The pages are filled not only with the tragedy of living with ALS, but also more importantly with triumph despite the disease. Steve Gleason, ALS survivor and star of Gleason

"The Ice Bucket Challenge remains one of the most important social media campaigns in history - an important example of how the spark from a single family can raise awareness of an important issue to millions of people. (Chris Cox, chief product officer at Facebook) "As a baseball player, Pete Frates was a game-changer, and no one has done more to advance the cause of ALS than Pete. The Ice Bucket Challenge inspired millions around the world and literally changed the game for those working and hoping to find a cure. Pete's story and how he managed to turn a personal tragedy into a positive force is compelling. (Charlie Baker, governor of Massachusetts) "The Ice Bucket Challenge is a blessing. This book reveals the story behind the story, explaining how this man, and his family, were able to reach out to the entire world and rally us all. (Joe Tessitore, ABC/ESPN) "The Ice Bucket Challenge beautifully tells of how my friend Pete Frates and his family inspired the world with their love and courage. It's the kind of story we need to hear and share now, more than ever. (Boston mayor Martin J. Walsh) "Read this important book and hop aboard the Frate Train! Lou Gehrig was the first baseball star to put a face to ALS. Now we have Pete Frates, his amazing family, and The Ice Bucket Challenge. Years from now we will look back and know that Pete's bad break made life better for all mankind. (Dan Shaughnessy, Boston Globe columnist)

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