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99%THANK YOU

THINGS EVEN ALS CAN'T TAKE AWAY

HIRO FUJITA

At the age of 30 suddenly his life fell apart.

3 years since the diagnosis, a strategic planner from a global advertising agency who can now only move his left index finger and his face, expresses his thoughts and emotions on life before and after ALS...and about his hope.



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ポプラ社

ALS (Amyotrophic Lateral Sclerosis also known as Lou Gehrig's disease or MND) is a terminal disease that is characterized by the gradual weakening and atrophying of the muscles of the entire body meanwhile bodily sensation and cognitive function remain intact. The cause is still unknown, and the progression of the disease is extremely rapid, with the average life expectancy being 3 to 5 years after diagnosis. It is a disease that could happen to anybody. There are approximately 9000 patients in Japan waiting for a cure. November 2010, Hiro, the writer was diagnosed with ALS. His fight against ALS began. In this book he writes about his feelings and emotions before and after ALS in his raw honest words. This book was written with his eyes using the eye tracking system.

★Written in Japanese and English. Price: 1500JPY Sold in book stores: November 20, 2013

Electronic books will be available from the week of November 25, 2013

Masahiro “HIRO” Fujita:

“Hiro” was born on November 30, 1979. His childhood was mostly spent outside of Japan as his father’s work brought him to countries such as the U.S., Switzerland, and the U.K. When his family moved back to Japan, he entered a national junior high school and then proceeded to American school for high school. After graduating from a university in Hawaii, he stayed to work at the Sheraton Waikiki Hotel. He moved back to Japan in 2004 and joined the Tokyo office of a global advertising agency, McCann Erickson. He had been building a successful and promising career as a planning director when he was diagnosed with the life-threatening disease ALS/MND (Motor Neuron Disease) in November 2010. Regardless of losing his voice due to getting a tracheostomy in January 2013 and the limitations posed by this condition, he continues to go to work once a week and spends the rest working from home. In addition, he has launched an advocacy group, The END ALS Association to help find a cure, and change policy that will help patients gain access to better means of communication. He actively speaks out and spreads his message through his blog and other media.

<http://end-als.com> <http://blog.honeyee.com/hfujita/> <https://www.facebook.com/endalswithhiro>

【For Inquiries】

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