

# June 21, 2014 is World ALS Day GORON FOR ALS in TOKYO Come and join us!

Date+Time: Saturday, June 21, 2014 @14:00

Meeting point: Ginza SONY Bldg. B1f,  
in front of "PLAZA GINZA"

Location: 14:10 ~ Ginza, pedestrian mall & 15:50 Ginza  
Mitsukoshi Department Store, 9F Terrace

In Case of Rain: Ginza, underground passage & one full circle  
on the Yamanote Line

★How to Participate: Let us know your intent to participate by  
joining the event page on Facebook at

<https://www.facebook.com/endalswithhiro?ref=hl#!/events/1506347739584259/> or pls send a message.

If you can't join us, you can GORON (=lie down) anywhere.

1. First, get your friends together (or on your own).
2. Lie down on your backs (=GORON) all at once.
3. For a length of time agreed upon by the group (any length is okay), don't move or talk—not an inch or a whisper.
4. Take a picture and upload on Facebook.
5. Send info. (i.e. number of participants, time, location, and picture) to [endals.project@gmail.com](mailto:endals.project@gmail.com)

<http://blog.honeyee.com/hfujita/>

<http://end-als.com/>

<https://ja-jp.facebook.com/endalswithhiro>





## GORON FOR ALS in TOKYO

### Do You Know ALS?

**Amyotrophic lateral sclerosis (ALS a.k.a. Lou Gehrig's disease or Motor Neuron Disease)** is a disease characterized by the gradual weakening and atrophy of all muscles. Meanwhile, bodily sensation, cognitive function, vision, and functions of the internal organs remain intact. The cause is still unknown, and the progression of the disease is extremely rapid, with average life expectancy being 3 to 5 years. In the end, for most, eye movement becomes the only means of communication. Some even lose their eye movement, entering what is called TLS—Totally Locked-in State. Today, there are 120,000 patients in the world and approx. 9,000 patients in Japan suffering from this disease. Currently there is no cure.

### What is GORON FOR ALS

*If you're lying down unable to move and there's no one around to help you,*

*you have to keep lying there—can you bear such loss of freedom?*

*Can you tell your loved one to keep living in such a freedom-less state?*

*Would you want to keep living with a body that won't even let you roll-over? Join us to try it for 5 minutes.*

GORON FOR ALS is an attempt to experience what it's like for an ALS patient in a "Totally Locked-in State (TLS)," in which they are conscious, but unable to move any muscle of their body. By lying on one's back (=GORON) without moving for a given period of time, participants can—for a moment—place themselves in the shoes of ALS patients, while helping to raise awareness for ALS among passersby. We will also call out for donations through the donation site, "JustGiving \*," to help find a cure.

\*JustGiving: <http://justgiving.jp/npo/921> (Jp only – apologies) As with last year, donations will be contributed to the iPS Cell Research Fund of Kyoto University's Center of iPS Cell Research and Application (CiRA). [http://www.cira.kyoto-u.ac.jp/j/about/fund\\_request.html](http://www.cira.kyoto-u.ac.jp/j/about/fund_request.html)

United we WILL stand



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END ALS Japan and MND UK in collaboration are doing "GORON for ALS/MND" on World ALS Day to rid the world of ALS/MND.