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日本語 | English

Fujita Masahiro (Hiro)

**Planning Director, McCann Erickson Japan
Executive Director, END ALS Association**

Before he turned 30, Hiro Fujita lived in New Jersey, Hawaii, Zurich, London, and Tokyo, was an all-star athlete and an advertising professional who "drank and partied like a rock star." Just before his 30th birthday, he was diagnosed with ALS, also known as Lou Gehrig's disease. As a result, Hiro started the END ALS Association, which aids research to help find a cure for the ALS as well as supporting people living with the disease. Despite his loss of motor function, Hiro was able to write a book, "99% Thank You: Things Even ALS Can't Take Away", with the aid of eye-tracking software. His dream is to get cured, retire in Hawaii, and save the world from the beach whilst getting drunk every, single, night.

neyee.com/mfujita/
http://end-als.com/index.html
https://www.facebook.com/endalswit
hiro
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16:35
2014/05/27

Thank you for your continued support for Hiro Fujita and END ALS.

This Saturday, May 31 at around noon, Hiro will be speaking at TedxTokyo with Dave McCaughan from McCann Worldgroup Hong Kong. The session will be available live on TedxTokyo's website.
<http://www.tedxtokyo.com/en/event/tedxtokyo-2014/>

It would be much appreciated if you could take the time to watch his presentation.

Thank you