



SOCIAL MEDIA TOOLKIT

Matter of Mind: My ALS premieres on *Independent Lens* Monday, May 1. Watch on the PBS App starting at 10/9c.

Amyotrophic lateral sclerosis (ALS) is a neuromuscular disease with an average survival time of 2-5 years from diagnosis. In this intimate story, three people bravely face different paths as they live with the progressively debilitating illness.

Site: <https://pbs.org/matterofmind>

Hashtag: #MatterofMindPBS

SOCIAL ASSETS

Google Drive: <https://bit.ly/3PMchGT>

Web Download: <https://to.pbs.org/3xtylWs>

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Three people with ALS, or Lou Gehrig's disease, bravely face different paths as they live with this progressively debilitating illness.

Watch @IndependentLens' #MatterofMindPBS on the PBS App starting May 1.

<https://to.pbs.org/3jm8LXE>

Three people with ALS, an acclaimed architect in North Carolina, a mechanic in California, and a young woman in New Jersey, all dream of a future where people can live with the progressively debilitating illness.

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<https://to.pbs.org/3jm8LXE>

"Life isn't about being picture perfect. It's about how you come together or react when something unplanned happens. Because we're gonna fight this. And we're gonna live a good life in the meantime."

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