



SHADES FOR
MIGRAINE®



2026
Media Kit



ABOUT US

Shades for Migraine® is a global awareness campaign led by the nonprofit Association of Migraine Disorders. Spreading migraine awareness to reduce stigma has been the campaign's primary goal since it began in 2017.

Every June (Migraine and Headache Awareness Month), SFM encourages people to show their support for the **one billion** people worldwide living with migraine disease.

On June 21, post a picture wearing sunglasses on social media and tag **@ShadesForMigraine**. Use **#ShadesForMigraine** to amplify the message.

WHY SUNGLASSES?

Sunglasses are a visual representation of migraine as many people experience light sensitivity.

2025 Impact

48,000+

SOCIAL MEDIA FOLLOWERS

406 MILLION

PEOPLE REACHED

PARTICIPATION IN
50 STATES + 56 COUNTRIES
16 LANGUAGES

20,000

PAIRS OF SUNGLASSES DISTRIBUTED

Social Sample Script

Today is #ShadesForMigraine Day! I'm wearing sunglasses to show my support for the millions who live with migraine.
[@ShadesForMigraine](#)

MIGRAINE FACTS



Migraine affects **1 in 7** people or about **1 billion** people worldwide.



Migraine costs **U.S. employers** more than **\$19 billion** per year.



Migraine disease is **3-4 times** more prevalent in **women** than in men.



Almost **11%** of **children** have migraine disease.



Migraine is the **second** leading cause of **disability** worldwide.

HOW TO TALK ABOUT MIGRAINE

| Use... | Instead of... | Why? |
|-----------------------------|-------------------------|---|
| Migraine Disease | Migraine Headaches | Migraine is a complex neurological disease that affects the whole body. A headache is just one of many migraine symptoms. |
| Migraine Attack | A Migraine or Migraines | Using the word "attack" in conjunction with migraine more accurately describes the severity of the experience. |
| Person Living with Migraine | Migraine Sufferer | People with health conditions should not be defined or described by their disease. Yes many suffer because of migraine, but people are more than their disease. |

B-Roll, Images, & Logos



<https://bit.ly/4nsZbzc>

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SHADES FOR



MIGRAINE®

WHERE TO FIND US



ShadesForMigraine.org



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