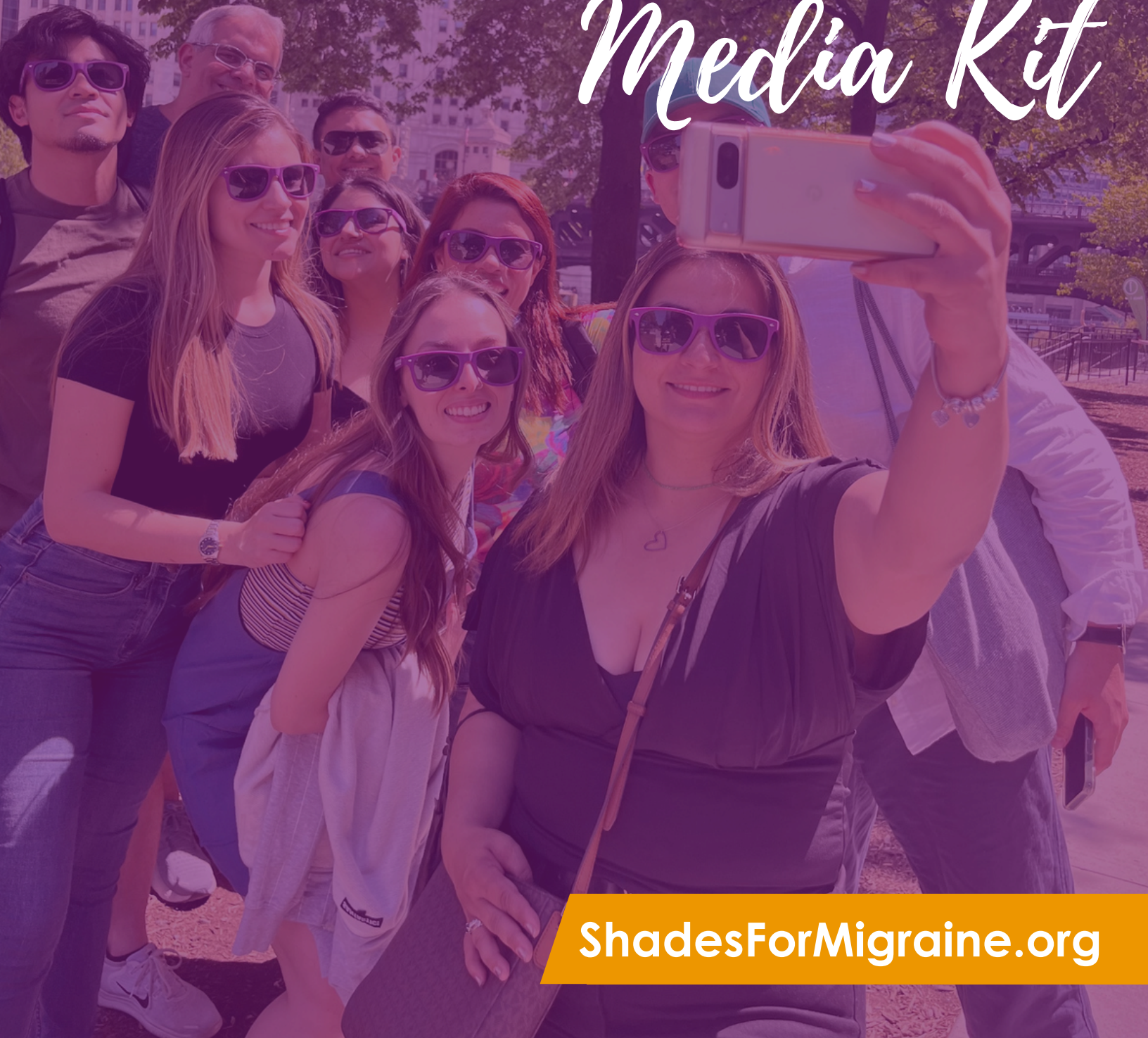




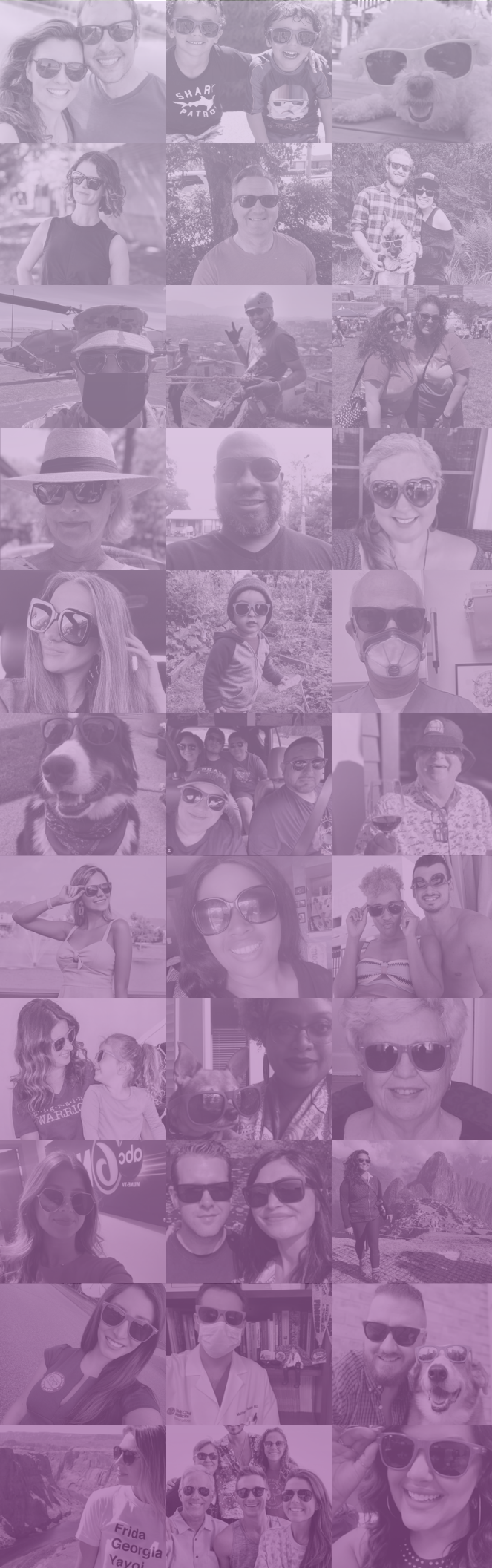
SHADES FOR
MIGRAINE®

2025

Media Kit



ShadesForMigraine.org



ABOUT US

Shades for Migraine® is a global social media awareness campaign led by The Association of Migraine Disorders. Our goal is to spread migraine awareness and education to reduce stigma. The campaign shows support for those living with migraine disease.

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

On June 21, post a picture wearing sunglasses on social media and use **#ShadesForMigraine**.

Why Sunglasses?

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

2024 Impact

45,000+

SOCIAL MEDIA FOLLOWERS

9.5 + MILLION

PEOPLE REACHED

PARTICIPATION IN
48 STATES + 43 COUNTRIES
+ 2 TERRITORIES

16,200

PAIRS OF SUNGLASSES DISTRIBUTED

MEDIA TOOL KIT

SAMPLE TELEVISION & RADIO SCRIPTS QUOTES

When someone says they have a migraine attack, you might assume it's just a bad headache. But headache is just one of many possible symptoms. Migraine can impact your vision, mood, balance, sleep – even the way you think and talk can be disrupted. Symptoms can be so severe that migraine is considered the leading cause of disability for women under 50. To bring attention to migraine and its impact, Shades for Migraine launched their global awareness campaign this June as part of Migraine and Headache Awareness Month. Participating and showing your support for those with migraine is easy! Just post a photo in sunglasses to social media this June with #ShadesForMigraine. To learn more about the campaign and how you can get involved, visit ShadesForMigraine.org

SAMPLE MIGRAINE QUOTES

“Having constant pain, fatigue, and anxiety from migraine takes a toll.”

– Liz Carroll, British Columbia, Canada

“My migraine episodes are debilitating. The most difficult and scary ones are the hemiplegic attacks, where symptoms mimic stroke.”

– Ana Williams, FL

“Chronic migraine left me feeling isolated and alone. Shades for Migraine helped me branch out and share with others that they are not alone with migraine.”

– Nicole Safran, IL

“The most difficult migraine symptom to deal with is the all over allodynia that feels like fire ants are attacking my entire body, not just my head.”

– Beckiee Frasca, FL

B-ROLL, IMAGES, & LOGOS



<https://bit.ly/SFM2025>

MEDIA TOOL KIT

HOW YOU CAN PARTICIPATE

Snap & Share

Snap and share a picture in your shades on June 21 with **#ShadesForMigraine**

Social Sample Script

Today is #ShadesForMigraine Day! Migraine is more than a bad headache, symptoms can impact every aspect of life! That's why I'm showing support for [insert names here] and the millions who live with #migraine.

HOW TO TALK ABOUT MIGRAINE

Use...	Instead of...	Why?
Migraine Disease	Migraine Headaches	Migraine is a complex neurological disease that affects many systems in the body. A headache is just one of many migraine symptoms.
Migraine Attack	A Migraine	Using the word "attack" in conjunction with migraine more accurately describes the severity of the experience.
Person Living with Migraine	Migraine Sufferer	People with migraine should not be defined or described by their disease. Many do suffer from migraine but the term is subjective, it's up to individuals to describe their pain/symptoms that way.

Media Contact:

Molly O'Brien
Molly@MigraineDisorders.org



SFM AMBASSADORS

DR. FRANCESCA FIORITO

Headache Physician

Dr. Francesca Fiorito is a board-certified neurologist with subspecialty certification in Headache Medicine.

She completed her residency in Neurology at Boston University Medical Center in Massachusetts and pursued fellowship training in Headache Medicine at Montefiore Medical Center New York.

Upon returning to Puerto Rico, Dr. Fiorito became the first fellowship-trained and board-certified specialist in Headache and Facial Pain on the island. She has dedicated her career to advancing the field of Headache Medicine, including the development of a formal academic curriculum for both medical students and neurology residents at the University of Puerto Rico.

Dr. Fiorito is a past president of the Puerto Rican Academy of Neurology, a non-profit organization committed to advancing neurological education for healthcare professionals. She has served as a speaker at numerous local, national, and international conferences and has been actively involved in multiple clinical trials for migraine therapies. In addition to her professional accomplishments, Dr. Fiorito brings a unique and compassionate perspective to her practice, having personally lived with chronic migraine.



DR. SHIVANG JOSHI

Director of Headache Medicine

Director of Clinical Research at Community Neuroscience Services

Dr. Shivang Joshi serves as the Director of Headache Medicine, and Director of Clinical Research at Community Neuroscience Services in Westborough, MA, as well as Assistant Professor of Neurology at UMass. He is board certified in Neurology and Headache Medicine. Dr. Joshi is a member of several professional medical societies including the American Academy of Neurology, the American Headache Society (AHS), and serves as the current chair of the Pharmacology and Therapeutics Section of AHS. He is a founding member of the Great Lake Regional Society and an Executive Board member of the Association of Migraine Disorders. After earning his B.Pharm degree, M.D. and M.P.H, Dr. Joshi joined Brigham and Women's Hospital, John R. Graham Headache Center in Boston, MA for a Fellowship in Headache Medicine, where served as an Instructor of Neuroscience at the Harvard Medical School. Some of his clinical interests include the trigeminal autonomic cephalalgias such as cluster headaches and migraine with aura in women.



MIGRAINE ≠ HEADACHE

migraine impacts the whole body

SYMPTOMS CAN INCLUDE:

VISUAL DISTURBANCES

COGNITIVE ISSUES

HEAD PAIN

NECK PAIN

NAUSEA

FOOD CRAVINGS

BALANCE ISSUES

SOUND SENSITIVITY

LIGHT SENSITIVITY

DIZZINESS

VOMITING

FATIGUE

PHANTOM SMELLS

RINGING IN THE EAR



[VIEW ALL POSSIBLE MIGRAINE SYMPTOMS](#)



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



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



Migraine disproportionately impacts **women**, **BIPOC** individuals, and the **LGBTQ+** community.



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



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

For more information about symptoms, treatments, and causes, visit:

MigraineDisorders.org



SHADES FOR



MIGRAINE[®]

WHERE TO FIND US



ShadesForMigraine.org



[@ShadesForMigraine](https://www.instagram.com/ShadesForMigraine)



[@Shades4Migraine](https://twitter.com/Shades4Migraine)



[@ShadesForMigraine](https://www.facebook.com/ShadesForMigraine)



[@MigraineDisorders](https://www.youtube.com/channel/UCMigraineDisorders)



[@MigraineDisorders](https://www.tiktok.com/@MigraineDisorders)