



A message from Mary Marshall,  
founder of International Alopecia  
Day

It's our day to let the world know we're here by posting on social media, and to reach out to Alopecians who may feel alone. Here's how you can be in the annual IAD YouTube video:

1. If possible, take your photos ON International Alopecia Day, August 7. This is meant to be a snapshot of Alopecians around the world on this ONE day.
2. Please don't send in professional "studio" portraits OR photos that you've posted on your Facebook page before IAD. Ideally, all photos for the IAD video should be taken on International Alopecia Day, and be natural and spontaneous-looking.
3. You can be in a wig, bald, with patches or lots of hair, or in a hat or scarf. THIS IS ALL OF US, AS WE ARE! It's your choice.
4. You can include non-Alopecian family or friends in the photo.
5. If you have a GROUP event, make sure that everyone in your IAD photo understands it will be in a Public YouTube video and agrees to that.
6. It's great if you make and hold a SIGN saying where you live – and, you can write the sign in YOUR LANGUAGE. Posing in front of a local LANDMARK or scene adds to the international theme.
7. If you make a sign or banner that includes the name of the holiday, please make sure you use the official NAME: "**INTERNATIONAL ALOPECIA DAY**", and NOT "Alopecia Awareness Day" or other variations. We're trying to raise awareness by having this annual event become newsworthy, so the name needs to be consistent.
8. PLEASE send only ONE photo per person or family - your best and favourite. There are too many submissions to include more than one per person. BUT, if you're having a GROUP event and need more than one photo to show everyone, you can send in more than one.
9. TO GUARANTEE THAT YOUR PHOTO TAKEN ON IAD IS IN THIS YEAR'S YOUTUBE IAD VIDEO, YOU MUST SEND IT BETWEEN AUGUST 7 AND AUGUST 31 TO: [internationalalopeciaday@gmail.com](mailto:internationalalopeciaday@gmail.com)
10. Please give your **LOCATION** in the email you send with the photo so it can be placed in the correct section in the video - just your **COUNTRY** and **REGIONAL** location.
11. All emails will get a personal reply, and this will be your confirmation that your photo was received and will be in the video! The finished video will be online in September.

WATCH the previous years' videos on YouTube under "International Alopecia Day" to get ideas for your event or photo.

Last year there were photos from people in 41 countries. MAKE SURE YOUR COUNTRY IS REPRESENTED!



Here is last year's video: <https://www.youtube.com/watch?v=cKWsDUXsRlc>