



Campaign Background

Overview

The Lyme Disease Challenge, Take a Bite Out of Lyme Disease is an all volunteer, global social media campaign that takes place primarily during May, Lyme Disease Awareness Month. Lyme disease takes a "Big Bite" out of people's lives, families and finances. To stop this ever-increasing epidemic, we desperately need increased research and education. Our 2015-2017 Take a Bite Out of Lyme Disease challenge campaigns were embraced by celebrities, athletes, public figures, Lyme patients and their supporters, generating over 100 global media stories. The campaign was supported in a total of 45 countries with 35 languages represented. With your help, we will continue to spread much needed awareness on the challenges Lyme Disease patients face and help raise funds that will hopefully one day lead to a cure for the chronic debilitating symptoms that Lyme can cause.

Why a Challenge?

There are multiple reasons why this campaign is important for the Lyme community:

- Those suffering from Lyme Disease and co-infections experience challenges in all aspects of the illness
- Just the process of obtaining an accurate diagnosis could take years
- Gaining access to treatment can be difficult due to lack of properly trained doctors
- It could cost thousands of dollars to receive diagnosis to treatment
- Lack of funding for research or doctor training could cause millions of people to suffer



Our Vision

The international Lyme Community has united for the purpose of planning and executing the Lyme Disease Challenge – a grassroots effort to spread Lyme Disease awareness. Although there are a staggering number of individuals impacted by Lyme Disease, an estimated 329,000 new cases per year in the United States alone, the Lyme community is fragmented with hundreds of groups around the world. We are doing our part to bring these groups and individuals together.

By working together our voice is both louder and stronger.

While our primary goal in this campaign is to spread awareness, through our combined efforts, we recognize that we also have a unique opportunity to raise funding as well. All 2018 donations will be accepted by our partner Project Lyme, a 501(c)(3) non-profit.