## Incurable Optimism

# Motor neurone disease (MND) is incurable but so is our optimism



## Incurable Optimism

Raising awareness of MND

#### The challenge:

How do you make a disease that affects 5000 people relevant to the general population?



## Incurable Optimism

#### Taking a different approach:

This time rather than solely focus on the cruel nature of MND we wanted to highlight the amazing and positive spirit of the MND community and how it is this spirit that keeps us fighting the disease.



## Meet Patrick the Optimist

"I know that through optimism we will find the cure for MND. To do this we need to raise awareness and raise more money for research."

**Patrick Joyce** 





## Patrick's 100 Portraits Challenge

Patrick set himself a challenge of painting the portraits of 100 incurable optimists before he dies.

Each has a story to tell and without question each one is an incurable optimist.





## Patrick the Optimist

"I started this 100 portraits project in the hope that I could show that behind the horrible statistics there are people fighting to stop this disease; people giving up their lives to care for the sufferers; and people living with it, with dignity, fortitude and a sense of humour.

"I want to tell their stories and through the telling, inspire more people to help us."

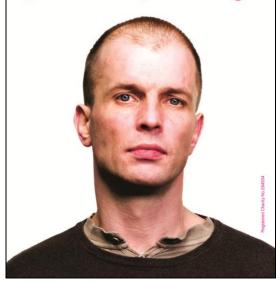
**Patrick Joyce** 



### Press advert

# I'LL BE DEAD WITHIN MONTHS. SO WHY AM I INCURABLY OPTIMISTIC?

patricktheoptimist.org







## Billboard posters





## Billboard posters





## Tube poster



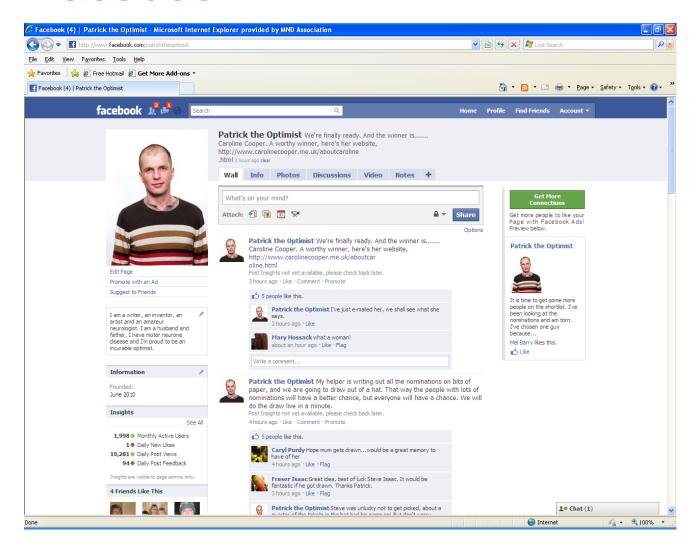


## Patrick's blogsite



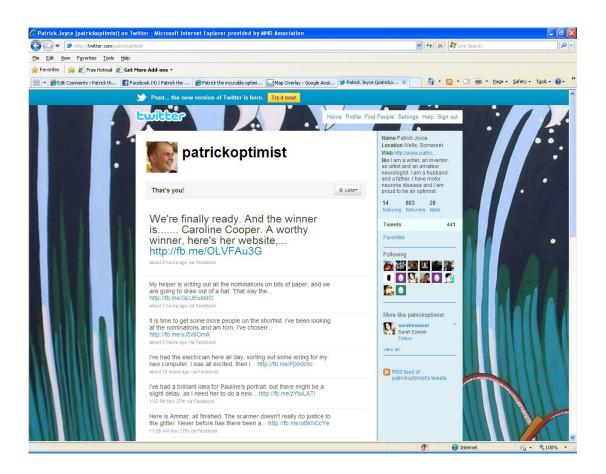


## **Facebook**





## **Twitter**



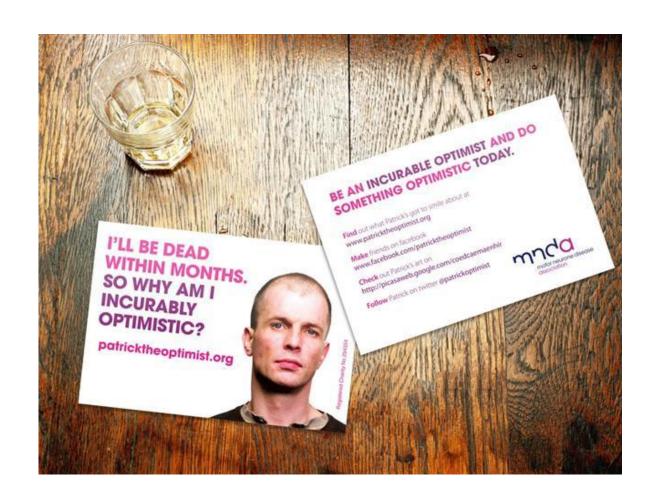


## **HGV** lorry





### Patrick's contact cards





## News coverage













## Spreading an international movement of incurable optimism

#### Website has been viewed in over 100 countries

- 1. UK
- 2. US
- 3. Ireland
- 4. Australia
- 5. Spain
- 6. Canada
- 7. Brazil
- 8. France
- 9. Italy
- 10. Germany



## Spreading an international movement of incurable optimism

- Find your own incurable optimist
- Nominate your incurable optimist
- Hold an exhibition of Patrick's portraits to help spread our message of optimism
- Create a world-wide incurable optimism day?



### Find out more

- Log onto www.patricktheoptimist.org
- Follow patrickoptimist on Twitter



- Follow Patrick the Optimist on Facebook
- •Do something optimistic today. Support our fight against MND.

