

From taking the challenge to facing the challenge



The Stock Family

Like so many others, Dean and Paula Stock and their three young children did the Ice Bucket Challenge in August 2014 to help create awareness for ALS. “It was such a social media craze last summer,” says Paula, “and before we did it, we actually had to read up on ALS to learn more about the disease.” The shock of having an ice bucket dumped on your head lasts mere moments but for Dean and Paula, the real shock was yet to come. In December, Dean was diagnosed with ALS.

The news came as a huge blow to the Stock family but they soon decided they would do everything in their power to create something positive from it. “We felt we had to do our part to continue raising awareness,” says Paula, “and also raise funds to support families living with ALS and the Canadian researchers who are hoping to find new treatments.”

The Stocks have a very supportive extended family, and an extraordinary community around them. They set up the Team Stock banner and within a few short months raised \$65,000 for the ALS Society of Quebec. They decided to direct half the funds to research and the other half to Quebec families like them who are living with ALS.

One of their Team Stock initiatives was participating in an Ice Bucket Challenge at their children’s school in June, which also happens to be ALS Awareness Month in Canada. “Kids who had shown special qualities such as perseverance and compassion were chosen from each class to “ice” their teachers,” says Paula, “and our family got the special honour of throwing a bucket of ice over the principal!” Dean’s presence helped the students and teachers gain a better understanding of what it means to have ALS. The event was just another example of how the Stocks are working hard to bring the message to as many people as possible.

Paula says her family is thrilled to take part in the ALS Society of Quebec public service announcement this August, in time for this year’s Ice Bucket Challenge. “It’s a powerful, heartfelt message about why we all have to keep going to find a cure.”

Paula and Dean are in it together and they’re focused on looking forward but not looking at the end. There’s never a question in their minds about whether or not to continue to support the cause. “We will fight as long and as hard as we can. Even if we can’t save Dean, hopefully we can save others,” says Paula. “We want to teach our kids that too. They need to know we’re doing everything we can and that we’re facing this battle together as a family. So much progress has been made in the past year, we just can’t give up. Dean could end up living a long life so we need to keep up the fight and never stop raising awareness of this devastating disease.”

#EveryAugustUntilACure