

PHELAN LUCKY



WHO IS JACK?



We've all heard the saying, you can't judge a book by its cover. This is certainly the case when you meet Jack. Jack is a handsome, 6 ft. tall, 17-year-old that attends McKean HS. While his stature and intense hazel eyes may seem intimidating, those who know him, know that Jack is more of a love than a tough guy. His sweet demeanor and gentle ways melt the hearts of those who spend time with him. He loves Mickey Mouse, car rides to anywhere and hanging with his big sis, Maddie, and younger brother, Seanie. Besides being the inspiration for the Phelan Lucky campaign, what makes Jack unique is that he is one of only 2,250 people world-wide diagnosed with Phelan-McDermid Syndrome.

WHAT IS PHELAN MCDERMID SYNDROME?



PMS is a rare genetic syndrome caused by a deletion or a mutation on the q arm of chromosome 22. Individuals with PMS are often diagnosed with autism or autism spectrum disorders. They also frequently have severe cognitive disabilities, are nonverbal and have a propensity for seizures and sleep disorders, in addition to many other behavioral and medical challenges.



WHAT IS PHELAN LUCKY?

Phelan Lucky, an online t-shirt fundraising campaign, started as our attempt to give back to the Phelan-McDermid Syndrome Foundation (PMSF). PMSF has provided us with support, information and, most of all, hope for Jack's future and the future of all those diagnosed with PMS. This campaign, which originated in 2014, has succeeded in raising over \$350,000 and has sold more than 25,000 shirts across the globe. For the past six years, people in 23 countries have been sporting their Phelan Lucky shirts in an effort to raise awareness. Our campaign has been fortunate to have some well-known celebrities, athletes, musicians, comedians, politicians, authors and bloggers join us in our pursuit to create much needed awareness of this rare disease and raise funds for crucial scientific research. It is our hope that you will join us in our efforts in 2020 and keep us Phelan Lucky.



HOW CAN YOU HELP KEEP US

PHELAN LUCKY

2020 Tee Shirt



+ Many more color combinations



Buy a high quality shirt at www.customink.com/fundraising/plucky7



In the "Share Why You're Supporting This Campaign" section, make sure to include that you are from **McKean High School** & supporting **#ForJack**



Wear your shirt on March 17, 2020 to support **Jack** and celebrate St. Patrick's Day



Make sure to pose for a **McKean High School** Phelan Lucky group photo that we can share to help raise awareness for Phelan-McDermid Syndrome and show off your school's philanthropic spirit!



Post your group and individual Phelan Lucky photos to social media sites using **#PhelanLucky**, **#ForJack**, **#yournewfavoriteshirt**, and **#PMSF**. Also, tag us on Facebook (**@22q13**), Twitter (**@PhelanLucky2213**) and Instagram (**@phelanlucky22q13**)!



Traveling somewhere cool? Visiting a unique landmark? Pack your tee and **post a photo of you wearing your Phelan Lucky shirt** on our Phelan Lucky Facebook page. While you're there, make sure to like and share our page.

DEADLINE TO ORDER: JANUARY 26, 2020

For more information about Phelan-McDermid Syndrome, go to:

www.PMSF.org



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