

FOR IMMEDIATE RELEASE

## MFOMS Announces 15th Anniversary of Moebius Syndrome Awareness Day

Global Campaign Kicks Off for January 24, 2026 — Wear Purple, Tell Your Story

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[City, State] — [Date] — Many Faces of Moebius Syndrome (MFOMS) is proud to announce the 15th anniversary of Moebius Syndrome Awareness Day (MSAD), set for January 24, 2026. Since its inception in 2011, MSAD has united individuals, families, and communities across the world to raise awareness, reduce stigma, and celebrate the voices of people with Moebius syndrome.

### **A Legacy of Awareness**

MSAD was founded by MFOMS co-leaders Tim Smith and Gavin Fouché, in partnership with community parent Donnie Downs. The inaugural MSAD in 2011 attracted widespread media attention—from Australia to the United States—and sparked tens of thousands of visits to the MFOMS website within its first 24 hours. Over time, what began as a day of awareness has evolved into a global movement of pride and storytelling.

### **Why 2026 Matters**

The 15th anniversary offers a unique opportunity to look back on progress, renew resolve, and chart a bold path forward. For 2026, we invite the Moebius community to unite under two powerful subthemes:

1. Proclamation Milestone: In 2025, MFOMS received the first-ever statewide proclamation from the Commonwealth of Kentucky recognizing Moebius Syndrome Awareness Day, marking a historic milestone in the observance's growth.

2. Media Storytelling Focus: MFOMS is amplifying personal stories and awareness messaging through social media and digital platforms in the days leading up to January 24.

### **What MFOMS Will Do**

- Publish and distribute the official MFOMS MSAD 2026 press release
- Share coordinated social media messaging leading up to January 24
- Highlight community stories and amplify awareness across MFOMS platforms

## **You Can Help**

- Wear purple on January 24, 2026, to join the wave of visibility
- Share your story with local media using our pitch templates
- Follow, share, and engage with MFOMS' social media campaigns
- Visit [www.mfoms.org/moebiussyndromeawarenessday](http://www.mfoms.org/moebiussyndromeawarenessday) to download toolkits and join the movement

## **Acknowledgment & Collaboration**

MFOMS values and honors the efforts of the Moebius Syndrome Foundation (MSF) and other global Moebius organizations in raising awareness, supporting research, and helping families. We welcome collaborative amplification of messages and events—while recognizing that MFOMS remains the origin and driver of MSAD's 15<sup>th</sup> year legacy.

## **About MFOMS**

Many Faces of Moebius Syndrome (MFOMS) is an all-volunteer global community platform dedicated to elevating the voices, stories, and connections of people living with Moebius syndrome. Through advocacy, awareness campaigns, storytelling initiatives, and community support, MFOMS engages individuals and families across the world. As the founding organization of Moebius Syndrome Awareness Day, MFOMS continues to steward the legacy, amplify grassroots voices, and empower local action.