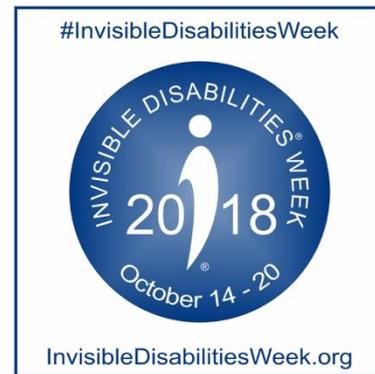


## 2018 Invisible Disabilities Week is October 14-20

Join us this October 14-20 to “get the word out” as our nation recognizes invisible disabilities week. We will be providing lots of activities and resources through IDA for you to share with families and friends, companies and groups to be involved in this week dedicated to informing others about people living daily with invisible disabilities.



## Invisible Disabilities Wristbands?

Silicone wristbands began gaining popularity in the 1980's when Madonna was making her popstar music debut. The LIVESTRONG Foundation kicked the wristband movement into high gear in 2004 with their iconic LIVESTRONG yellow wristbands to help raise awareness for cancer fighters. Wristbands and bracelets have been part of culture since way before King Tut was roaming around the pyramids. They've been uncovered by archeologists from ancient times with very detailed craftsmanship proving unique ornamentation for folks back then too. So, wristbands are definitely NOT a fad or something new!

## WEAR YOUR BLUE!

So, what about today? Why wristbands for invisible disabilities? Many organizations have rallied their cause utilizing certain colors, i.e., pink for breast cancer, yellow for POW/MIA, red for HIV/AIDS, purple for Alzheimer's disease, and many others. When you look at the Color Emotional Guide that is used in communications and marketing techniques, each color has a list of words defining emotions that are conveyed when a certain color is employed. Blue communicates trust and strength. You can trust that IDA is striving to do everything possible to provide awareness for people living with invisible disabilities. And our strength is shown together through our dedicated followers, friends and families that continuously advocate on behalf of people with invisible disabilities. So, we're wearing blue as our color for engaging conversations and seeking support for the invisible disabilities cause during that week of October 14-20, 2018.

## Proud IDA Partnerships

IDA is intentional about creating great partnerships and over the years one of our most honored partners is [American Medical ID](#), the company that is known for passionately leading the way in creating the bracelets that alert emergency personnel of medical issues. Rick Russell, the CEO of American Medical ID says, “We are proud to be partnering with [Invisible Disabilities Association](#) (IDA) and highly recommend wearing a medical ID to anyone with a medical condition. It is great to know that not only do medical IDs give many members of the Invisible Disabilities community some peace of mind, but that our medical IDs also help bring awareness and education to others of what invisible disabilities are.” Rick and his team have graciously provided IDA with our wristbands over the years which allows us to continue our missions of raising awareness about and helping those with Invisible Disabilities.

## Other Invisible Disability Resources

If you really want to “get your blue on!” here are some other resources that include the wristbands that you might like to have available for the [2018 Invisible Disabilities Week](#):

## [Invisible Disability Identity Bundle Helps You Educate Others](#)

The invisible disability identity bundle can help you educate others, open doors to conversation and provide the tools you need to be Invisible No More Invisible Disability ID badge with pocket containing 50 [Invisible Disability definition cards](#), two [Invisible No More Glow-n-the-dark Wristbands](#) and an [Invisible Disabilities Association lapel pin](#).

