

How the Ice-Bucket Challenge Got Its Start

Celebrities raise money for Lou Gehrig's disease in a social-media stunt that exploded

By Sumathi Reddy

Aug. 14, 2014 4:53 pm ET

One of the biggest stunts online and in social media right now had very low-key beginnings on the

TO READ THE FULL STORY

SUBSCRIBE

SIGN IN

THE WALL STREET JOURNAL.

Continue reading your article
with a WSJ membership

ONE-DAY SALE

\$1 FOR 2 MONTHS

VIEW MEMBERSHIP OPTIONS