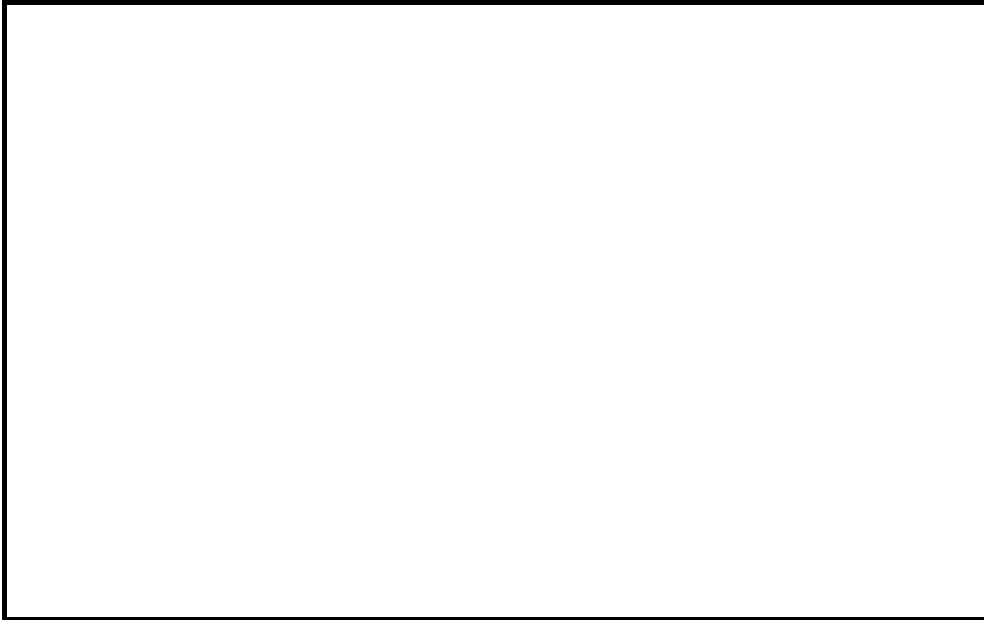


## Charity Wristbands

### Task 1 Wristband brainstorm

Listen carefully to your teacher and draw in the box.



### Task 2 Match the colour to the cause.

Match the colour of the wristband on the left to the cause it represents on the right.

Colour	Cause
Pink	Livestrong (Lance Armstrong's charity)
Blue	Racism
Black + white	Breast cancer
White	Bullying
Yellow	Make poverty history

- Which other colours and causes do you know? Write any more here:

**Task 3 Who's wearing a wristband?**

Now you are going to talk to some of your classmates to complete the table.

Name	Wristband colour	Cause	Where from	Cost	Reasons

- Now tell the rest of the class what you discovered about your classmates.

**Task 4 Trend UK reading – Charity wristband trend**

Read the text and then try to guess the meaning of the phrases in the table from the context of the text. Check your guesses with a dictionary or your teacher.

• To take by storm	
• A fashion statement	
• To raise/ increase awareness	
• To raise money for charity	
• To be spotted	

### **Charity wristband trend**

Charity wristbands are taking the UK by storm but are they a fashion statement rather than a declaration of support?

### **How the trend began?**

The rubber wristbands are available in a variety of colours representing different charities or campaigns. The trend started with the popular yellow band which is inscribed with 'livestrong' and was set up by American cyclist Lance Armstrong to raise awareness of cancer. Lance Armstrong survived cancer to win the Tour De France a record seven years on the run and his yellow wristband has raised around £50 million for his charity, which helps young people cope with cancer.

### **Who is wearing what?**

One of the most popular wristbands in the UK is the white 'make poverty history' band worn by UK celebrities like Bono, lead singer of U2, and Elton John. Premiership footballers Wayne Rooney and Rio Ferdinand wear the black and white 'stand up speak up' bands to combat racism. The pink breast cancer campaign bands have seen an increase in sales since Australian pop princess Kylie Minogue was diagnosed with, and underwent surgery for, breast cancer earlier this year. Fellow Australian Nicole Kidman has been spotted wearing one too. If you want to support the beat bullying campaign you need the blue band which is on sale for £2.50 and is worn by England football captain David Beckham and singer Natasha Bedingfield.

### **Showing support**

The average price of the wristbands is £1 and all the money goes to the charity. They are seen as trendier than traditional charity pins and things like poppies which is why so many young people are seen wearing them. The criticism is that they are only wearing them because they are trendy and a fashion statement, which could be true, but is this a bad thing? If it raises money for charity and increases people's awareness of various health and social issues then surely it's a good thing.

### **Task 5 What do you think?**

Discuss the following questions in small groups:

- Are charity wristbands popular in your country? If so, when did they start to appear?
- Do you think wristbands are a good way to make money for charities?
- Do you think that most people wear them to show their support for a charity or for fashion reasons?
- Are there other ways to show your support for a charity or campaign?
- Do you think that the fact that lot of famous people wear charity wristbands helps to sell them to young people?

**Task 6 Design a new charity wristband.**

You have been asked to design a new charity wristband. Work with a partner to design a new wristband that you think your friends would buy. First decide on the charity and then draw your wristband here:

