

WATCH: It's Not the Ice Bucket Challenge, but This 'Nickelback' Charity Fundraiser Is Going Viral

When *Relevant*'s Jesse Carey wants to give back, he doesn't do it halfway.

His charity project—listening to Nickelback, for a week straight—is making international headlines.

The project, “the ultimate test of human endurance,” is two-fold, Carey says in the podcast.

“Obviously we want to build a well, and provide a community somewhere in need with clean water,” Carey says. “But the second fold of my two-fold thing is to, basically, be an inspiration to people that there's no adversity that cannot be overcome ... I want some[one] who's going through a hard time next week to be like, ‘Oh, I'm really down and out, like life's really got me down, but you know what, right now there's a guy who's been listening to Nickelback for days straight.’”

“The only thing people care about right now, in the Internet, is the Jesse Nickelback Challenge,” says *Relevant* founder Cameron Strang in a podcast.

Even *Time* magazine recognized the, er, struggle of listening to 168 hours of Nickelback on a loop that began on Feb. 16 and ends on the 23.

“People are willing to do all sorts of humiliating, torturous and even downright dangerous things for a good cause,” Kevin McSpaden writes.

Carey's initial goal was to raise \$10,000 for Charity Water, and he's already doubled that goal, tweeting yesterday about reaching the \$20,000 mark.

However, Carey writes, "it is critical that donations continue to pour in for the work of charity: water to raise my spirits as I explore the limits of mental fragility by subjecting my mind and soul to a weeklong Nickelback onslaught."

Follow along as Carey's dreams are invaded by Nickelback.