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e-news
MAR 2011



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Help Spread the Word

1 March is the Launch of the National Epilepsy Awareness Campaign which concludes on 26 March - Purple Day for Epilepsy

Epilepsy Queensland would greatly appreciate your support and invite you to get involved and GO PURPLE as an individual, business or school.

Please show your support for the 90,000

 DONATE NOW

Help improve the quality of life of those whose lives are touched by epilepsy...

Queensland living with epilepsy.

Read below or [click here](#) to find out more about Purple Day and to register your interest.

[Click here to watch our Purple Day TV featuring the founder Cassidy](#)

To help us spread the word through the media, if you have a connection to epilepsy and would like to share your story, we would love to hear from you - please email pr@epilepsyqueensland.com.au



Helen Whitehead
Epilepsy Queensland CEO



How You Can Help!

Getting involved with 2011 Purple Day is easy and we would greatly appreciate your support.

Here are some ideas—

- **Wear purple** and encourage others to do the same.
- **Hold a Purple Day fundraising event/activity**
- **Buy and/or sell our Purple Day merchandise** including purple pens, printed awareness ribbons and enamelbadges in the shape of an 'e'.
- **Become a Purple Day Hero.** In just minutes you can build you own online fundraising page and approach your supporters for a tax deductible donation by emailing a unique link to your own Purple Day webpage. Each donation is recorded on your page along with a message from your supporters. Visit www.everydayhero.com.au/event/purpleday.
- **Make a tax deductible donation** to Epilepsy Queensland's own Purple Day Hero page and leave us a personal message at www.everydayhero.com.au/EQI_Purple_Day

- **Encourage your local community, schools and businesses to get involved by holding a morning tea and/or free (purple) dress day** in return for a gold coin donation.
- **[Forward this email](#) to friends, family and colleagues** we would love to get as many people involved as possible.

Register Your Interest Now!

[Click here](#) to register your interest online or for further information please contact our Fundraising and PR staff on 07 3435 5000 or email pr@epilepsyqueensland.com.au – www.epilepsyqueensland.com.au

Epilepsy Queensland's Purple Day Heroes, Schools and Workplaces will be added to the official international Purple Day website—so register your interest today!!!

About Purple Day

Purple Day is a grassroots effort dedicated to increasing awareness about epilepsy worldwide. On 26 March people from around the globe are asked to wear purple and spread the word about epilepsy.

Purple Day was founded in 2008 by 9 year old Cassidy Megan of Canada. Motivated by her own struggles with epilepsy, Cassidy started Purple Day in an effort to get people talking about the world's most common serious brain disorder. Cassidy wanted to let people with epilepsy know that they are not alone. She named the day Purple Day after the internationally recognised colour for epilepsy - lavender.

Each year, over 150,000 students worldwide have worn purple on 26 March! Hundreds of workplaces and organisations (including Epilepsy Queensland) have also joined the campaign, wearing purple to work and hosting Purple Day events and promotions.

This year's Purple Day will coincide with the national epilepsy awareness campaign from 1 to 26 March 2011 and for the first time Purple Day will be celebrated throughout Australia.

Epilepsy Queensland is proud to be the official Queensland Purple Day partner and is committed to making Purple Day 2011 even bigger!

About Purple Day Founder Cassidy Megan



Hi! My name is Cassidy Megan. I'm 9 years old and I have epilepsy. I started Purple Day because I wanted to tell everyone about epilepsy, especially that all seizures are not the same and that people with epilepsy are ordinary people just like everyone else. I also wanted kids with epilepsy to know that they are not alone.

Before I started Purple Day, I was afraid to tell people about my epilepsy because I thought they would make fun of me. After the Epilepsy Association of Nova Scotia did a presentation in my class, I started to talk with the other kids about my seizures. That is when I decided to become a spokesperson for kids with epilepsy.

Please join me in wearing purple on 26th March to support epilepsy awareness.

Cassidy

2009

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