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FOR IMMEDIATE RELEASE

10 March 2009

BRONCOS GO PURPLE FOR A CAUSE

Brisbane Broncos players will wear purple on Australia's first **Purple Day**, 26 March 2009, to raise awareness about epilepsy. The players will wear purple ribbons on both sides of the Tasman on Thursday 26 March as they fly to New Zealand to play the Warriors.

This year, **Epilepsy Queensland** - a charity dedicated to educating the public about epilepsy - is launching the first **Purple Day** in Australia.

"**Purple Day** is a powerful step toward demystifying the disorder that has a profound effect on so many lives," says Epilepsy Queensland's CEO, Helen Whitehead. "For some, the stigma and misconceptions associated with epilepsy are worse than the condition itself."

Purple Day was founded last year by ten-year-old, Canadian, Cassidy Megan. Motivated by her own struggles with epilepsy, Cassidy created Purple Day to let other kids with the disorder know they are not alone and help educate the public about epilepsy. Her grassroots effort has now gone global.

While epilepsy affects over 85,000 Queenslanders (2%) and 50 million people worldwide, many people living with epilepsy face barriers due to a lack of awareness about the disorder. "I always thought I was the only one with epilepsy and I was afraid to tell people because I thought they would make fun of me," says Cassidy.

Everyone is urged to join the Broncos and become a **Purple Hero** and/or make a **Purple Day** donation. Visit the special Everyday Hero site www.everydayhero.com.au/purpleday or call 1300 852 853 for more information.

Many of Epilepsy Queensland's members and supporters will show their support by wearing purple on 26 March. With their help, Epilepsy Queensland hopes ALL Queenslanders will wear purple and spread the word about epilepsy.

Visit www.epilepsyqueensland.com.au to learn more about **Purple Day** and epilepsy awareness events taking place around the world.

During 2009 Epilepsy Queensland is celebrating its 40th anniversary

NEWS RELEASE

whilst continuing to provide vital services and programs to the 85,000 Queenslanders living with epilepsy.

Photo Opportunities:

- Broncos players
- Epilepsy Queensland CEO
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