

# PURPLE DAY for EPILEPSY

**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 disorder and inform those with seizures that they are not alone. She named the day Purple Day after the internationally recognised colour for epilepsy - lavender.

Over 150,000 students worldwide have worn purple each year 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.

Epilepsy Australia is proud to be the official Australian partner of Purple Day and has joined up with epilepsy organisations from across the globe including Canada, USA, UK and South Africa to make Purple Day even bigger.

Epilepsy Queensland is the Queensland member of Epilepsy Australia and is proud to have the official role of fundraising, selling merchandise and promoting Purple Day throughout Queensland.

## YOU CAN HELP TO UNMASK EPILEPSY!

Getting involved with **Purple Day** is easy, we would greatly appreciate your support.

Here are some ideas to get you started -

**Wear purple** on 26 March and encourage others to do the same.

**Hold a Purple Day** fundraising event/activity during the national epilepsy awareness campaign 1 to 26 March.

### Become a Purple Day Hero.

It's free and easy to create your own online fundraising page through Everyday Hero and approach your friends, family, colleagues and contacts for tax deductible donations. Each secure donation is recorded on your page along with any messages of support from your donors. Please go to [www.everydayhero.com.au/event/purpleday](http://www.everydayhero.com.au/event/purpleday).

**Encourage your local community, schools and businesses** to get involved by holding a mask themed event or free (purple) dress day in return for a gold coin donation.

**Unmask epilepsy** with a mask themed event or activity. Make masks or have local identities create one. Hold an art exhibition or masked fashion parade. Throw a masquerade party - from a simple morning tea or party, to a gala ball. Organise a guessing competition "Who is behind that mask?".

**Make a tax deductible donation** to Epilepsy Queensland's own Purple Day Hero page and leave a message— [www.everydayhero.com.au/EQI\\_Purple\\_Day](http://www.everydayhero.com.au/EQI_Purple_Day).

### Purple Day merchandise.

A great range of merchandise including ribbons, badges, pens, bracelets and writsbands is available to buy OR sell. Unsold merchandise to be returned with funds raised. Pre payment not required - however approval conditions will apply.

Free Stickers, Tattoos and Resource Packs are available to all registered schools.

## REGISTER NOW!

For further information about **Purple Day** promotional materials, how you can be involved and/or to register your interest.

**P: 07 3435 5000**

**E: [pr@epilepsyqueensland.com.au](mailto:pr@epilepsyqueensland.com.au)**

**W: [www.epilepsyqueensland.com.au/site/purpleday](http://www.epilepsyqueensland.com.au/site/purpleday)** (to register online)

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

## Epilepsy Queensland Inc

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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 26<sup>th</sup> March to support epilepsy awareness.

Cassidy (2008)



Purple Day Founder  
Cassidy Megan

## DID YOU KNOW???

- 10% of Australians will have a seizure during their lifetime, while 3-4% will be diagnosed with epilepsy.
- Epilepsy is the world's most common serious brain disorder.
- Anyone at any age can be diagnosed with epilepsy.
- The majority of people first diagnosed with epilepsy are school aged or over 55.
- There are many different types of epilepsy and associated seizures.
- Stigma, discrimination and misconceptions associated with epilepsy are sometimes worse than the condition itself.
- For over 40 years EPILEPSY QUEENSLAND has been providing vital support, services and information to people with epilepsy and their families as well as training and resources for health, disability and education workers.