

Mark your calendar:



World Purple Day
Friday 26 March 2010



Bringing epilepsy out of the shadows

We need your help to spread the word!

Friday 26 March is World Purple Day

Epilepsy Queensland
would greatly appreciate your support

**On Friday 26 March it doesn't matter if you are at
work, home or play**

**Show your support for
86,000 Queenslanders living with epilepsy**

[Click here to find out more and to register your interest](#)

How you can help!

Getting involved with 2010 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 party/morning tea** fundraising event.
- **Become a Purple Day Hero**. In just minutes you can build your 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.
- **Buy and/or sell our new Purple Day merchandise** including purple pens and purple ribbon badges in the shape of an 'e' for epilepsy.
- **Encourage your local community, schools and businesses to get involved by holding a 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!!!

Purple Day is a grassroots effort dedicated to increasing awareness about epilepsy worldwide. On Friday 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.

In 2009, over 100,000 students worldwide wore purple on 26 March! Hundreds of workplaces and organisations (including Epilepsy Queensland) also joined the campaign, wearing purple to work and hosting Purple Day events and promotions.

Epilepsy Queensland is proud to be the official Australian partner of Purple Day and has joined up with other epilepsy organisations from across the globe including Canada, USA, UK and South Africa to make Purple Day 2010 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 (2008)

To ensure our newsletter always reaches your inbox, please add pr@epilepsyqueensland.com.au to your address book. If you prefer not to receive news from Epilepsy Queensland in the future, you can [Unsubscribe](#) here.