2010 World Purple Day - Australia Backgrounder

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

Purple Day was founded in 2008, by nine-year-old Cassidy Megan of Nova Scotia, 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 color for epilepsy, lavender.

In 2009, over 100,000 students worldwide wore purple on 26 March! Hundreds of work places and community 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.

For more information, please visit www.purpleday.org

About Epilepsy Queensland Inc – For more than 40 years Epilepsy Queensland has been providing vital services and support to people and families living with epilepsy.

Epilepsy is the world's most common serious brain disorder. Approximately 86,000 (2%) of Queenslanders will acquire epilepsy during their lifetime, most of whom were diagnosed during childhood. Sadly, people with epilepsy have many unnecessary challenges due to the stigma and misconceptions that are associated with this complex health issue.

Epilepsy Queensland campaigns to *bring epilepsy out of the shadows* by educating the community on seizure first aid and minimising the fear and discrimination.

Epilepsy Queensland's goal is to continue to improve the quality and quantity of its services and to provide the optimum level of support to those who require assistance.

Services and programs provided include:

- Support, advocacy and counselling services
- Information and community education services
- Children's and family support programs
- Training for education, health and disability workers

For more information, please visit www.epilepsyqueensland.com.au

About Purple Day Founder Cassidy Megan - *Hi, my name is Cassidy Megan. I'm 10 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 March 26th to support epilepsy awareness.

Cassidy