



THE ANITA KAUFMANN FOUNDATION

Educating the public NOT to fear epilepsy and seizures

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AMBASSADORS OF PURPLE TO PROMOTE EPILEPSY AWARENESS Purple Day Initiative Seeks Local Volunteers to Spread Message of Solidarity

WORLDWIDE – As Purple Day for epilepsy awareness (March 26th) approaches, organizers are looking for ambassadors to promote epilepsy awareness in local communities worldwide.

Ambassadors of Purple will be selected to help promote Purple Day and organize events in their regions. Activities may include but are not limited to: school assemblies, in-store promotions and events, galas and speaker series.

Last year, over 100,000 students worldwide wore purple to support epilepsy awareness, and hundreds of businesses and community groups hosted awareness events. Politicians in the United States and Canada also demonstrated their solidarity by wearing purple.

Purple Day was founded in 2008, by nine-year-old Cassidy Megan of Nova Scotia, Canada following a presentation by the Epilepsy Association of Nova Scotia, Canada. Motivated by her own struggles with epilepsy, Cassidy started the day in an effort to tell others about the disorder and inform those with seizures that they are not alone. She named the day Purple Day after the internationally recognized color for epilepsy, lavender. On March 26th annually, people from around the world wear purple in support of epilepsy.

The Anita Kaufmann Foundation in the United States and the Epilepsy Association of Nova Scotia in Canada form the Global Partners of Purple Day. The Global Partners, along with other epilepsy organizations from across the globe have teamed up to help make Purple Day 2010 bigger and better than ever before. Epilepsy organizations from as far as Australia, Britain and The Netherlands have already joined the campaign.

Epilepsy affects 3 million people in the United States and over 50 million people worldwide. That's more people than multiple sclerosis, cerebral palsy, muscular dystrophy and Parkinson's disease combined. Yet, many people living with epilepsy still face barriers due to a lack of awareness about the disorder.

Those interested in applying for the Ambassadors of Purple program are asked to visit <http://www.purpleday.org/ambassador>. To learn more about Purple Day, please visit www.purpleday.org.

The Anita Kaufmann Foundation is the US Sponsor of Purple Day. Our mission is to educate the public not to fear epilepsy and seizures. We provide free epilepsy education and seizure first aid programs and materials across the United States. The programs we offer strive to eliminate stigma and increase awareness about the condition and its impact on families and entire communities.

For more information or to schedule interviews, please contact Michelle Caplan at 201-655-0420 or michelle@akfus.org.

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