

## **FOR IMMEDIATE RELEASE**

# **AMBASSADORS OF PURPLE TO PROMOTE EPILEPSY AWARENESS**

## **Local Volunteers Needed to Lead Purple Day for Epilepsy Efforts**

**HALIFAX, February 3, 2010** – As the third annual, worldwide Purple Day for Epilepsy approaches on March 26, 2010, organizers in Canada and in 15 other participating countries around the globe are looking for volunteers to promote epilepsy awareness in local communities. Those selected as “Ambassadors of Purple” will help promote Purple Day for Epilepsy and organize events in their regions, towns and communities, including school assemblies, in-store promotions and events, galas and speaker series.

“Last year, over 100,000 students around the world wore purple to support epilepsy awareness, and hundreds of businesses and community groups hosted awareness events,” reports Deirdre Floyd, President of the Epilepsy Association of Nova Scotia, which represents Canada as the Global Partner for Purple Day for Epilepsy. “Even politicians in Canada and the U.S. demonstrated their solidarity and helped raise awareness for this often misunderstood disorder by wearing purple.”

Purple Day for Epilepsy was founded in 2008 by nine-year-old Cassidy Megan of Nova Scotia. Motivated by her own struggles with epilepsy, Cassidy started Purple Day for Epilepsy in an effort to educate others about the disorder, and remind those living with seizures that they are not alone. She named the day after the internationally-recognized color for epilepsy, lavender. Each year, on March 26, people from around the world wear purple in support of epilepsy.

“Purple Day is for helping people with epilepsy to let them know that they aren’t alone. That’s why we wear purple – the international colour for epilepsy,” explains Purple Day for Epilepsy founder, Cassidy Megan. “In the last couple of years, Purple Day has grown worldwide and if more people join up here in Canada, we can make it a lot bigger this year!”

This year, Purple Day for Epilepsy is pleased to welcome UCB Canada Inc. as the exclusive national pharmaceutical partner for the 2010 Purple Day Campaign.

“UCB Canada’s sponsorship will help us strengthen Purple Day for Epilepsy across the country and reach more people around the world,” says Catherine Sauerwein, President of the Canadian Epilepsy Alliance. “Our members are grateful for the corporate leadership and support shown by UCB Canada Inc. On behalf of all individuals and families affected by epilepsy, we wish to thank UCB Canada for its generosity.”

### **About Epilepsy**

Epilepsy affects nearly 300,000 people in Canada, three 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. In fact, often persons with epilepsy suffer more from the negative perceptions of others than the actual seizures.

### **About Purple Day 2010**

Once again this year, people from around the globe are making plans to host Purple Day parties and have landmarks lit in purple to support the cause. The Epilepsy Association of Nova Scotia and the Anita Kaufmann Foundation in the U.S., along with other member agencies of the Canadian Epilepsy Alliance and groups from across the globe, have teamed up to help make Purple Day a huge success in 2010. Epilepsy agencies from South Africa, Britain, Australia, the Philippines and Israel have already joined the campaign.

For more information, or to apply as a volunteer Ambassador for the Purple Day for Epilepsy campaign in your community, please visit [www.purpleday.org](http://www.purpleday.org).

- 30 -

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