Epilepsy Quick Facts

- According to the World Health Organization, there are approximately 300,000 people in Canada and 50 million people around the world living with epilepsy; 35 million of these have little or no access to treatment.
- Epilepsy affects approximately 1 in 100 people.
- Epilepsy is NOT contagious.
- Epilepsy is NOT a psychological disorder.
- Epilepsy is the 2nd most common neurological disorder after migraine.
- 70% of people with epilepsy can have their seizures controlled with medication. The remainder may be candidates for epilepsy surgery or other novel treatments.
- Most people with epilepsy lead normal lives.
- People with epilepsy have the same range of intelligence as the general public.
- Epilepsy may begin at any age, but the highest rates are in childhood or after age 65.
- There are three main types of seizures: tonic-clonic, absence and partial (simple or complex).

What Is The Canadian Epilepsy Alliance (CEA)?

The CEA is the national voice for persons with epilepsy in Canada. It consists of a network of grassroots organizations dedicated to the promotion of independence and quality of life for people with epilepsy coast to coast.

- The CEA produces Public Service Announcements for television as well as brochures about epilepsy.
- The CEA liaises with the Canadian League Against Epilepsy, Canadian Pediatric Epilepsy Network, the Canadian Neurological Sciences Federation, the Canadian Epilepsy Research Initiative, the American Epilepsy Society and other groups.
- The CEA is a member of the International Bureau for Epilepsy.

Brochure Credits

Sponsored by the CEA
Produced by the Epilepsy Association of NS
Sponsored by UCB Canada Inc.
Translated by Epilepsy Montreal

WEAR PURPLE on MARCH 26 and support epilepsy awareness around the world

This campaign is brought to you by the Canadian Epilepsy Alliance
What Is Purple Day for Epilepsy?

Every year, on March 26, people around the world wear purple to show their support for those with epilepsy and raise awareness about the condition.

Who Participates?

- Hundreds of Ambassadors of Purple worldwide
- Corporations, businesses, hospitals and other workplaces
- Bakeries (The Great Purple Cupcake Project)
- Politicians
  - Nursery schools & daycares (Bunny Hop Campaign)
- Community groups, organizations & facilities
  - Sports teams
- Schools, Colleges & Universities worldwide
  - Anyone interested in promoting epilepsy awareness

A message from Cassidy, founder of Purple Day for Epilepsy: “I want people to know that if you have epilepsy, you aren’t alone.”

How Did Purple Day Start?

Motivated by her own struggles with epilepsy, nine-year-old Cassidy Megan of Nova Scotia created the idea of Purple Day for Epilepsy in 2008. Cassidy’s school principal chose March 26 as the date for the first Purple Day for Epilepsy, held at Cassidy’s school. Then, member agencies of the Canadian Epilepsy Alliance and the Anita Kaufmann Foundation in the United States got involved, and today Purple Day for Epilepsy is celebrated in dozens of countries around the world, on every continent except Antarctica.

Cool Facts About Purple Day for Epilepsy

- Paul Shaffer of the Late Show With David Letterman supported the first Purple Day for Epilepsy in 2008 and was the special guest at the launch of the campaign in the US in 2009.
- All levels of government in Canada have issued Proclamations and passed Resolutions recognizing Purple Day for Epilepsy. A Private Members’ Bill was tabled in the House of Commons establishing March 26 as Purple Day for Epilepsy each year.
- Cassidy’s Purple Day commercial was produced pro bono in Nova Scotia thanks to John Dunsworth of Trailer Park Boys.
- Landmarks and attractions, such as Niagara Falls and the CN Tower, are often lit in purple on March 26.

What Can I Do To Help?

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

Become an Ambassador
See www.purpleday.org

Hold an Awareness or Fundraising Event
Some ideas?
- The Great Purple Cupcake Project
- Get local celebrities and businesses involved
  - Run or Walk
  - Gala Event
- Sell Purple Day bracelets
- Bunny Hop Campaign

Contact your local Agency to get involved

1-866-EPILEPSY
‘A cure could be found tomorrow, but someone needs your help today.’
www.epilepsymatters.com