

press clip



Island & Mainland News (Bribie Island)

Wednesday 10/02/2010

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Joe teams up for Purple Day

By Sheree Echlin

JOE Maver and Caboolture Realty are on a mission to raise the profile of epilepsy awareness by getting the community involved in Purple Day.

On March 26, people around the world are asked to wear purple and help spread the word about epilepsy.

Purple Day was founded in 2008 by 10-year-old Cassidy Megan, who lives in Canada.

Motivated by her own struggles with the disorder, Cassidy started Purple Day, which is named after the internationally recognised colour for epilepsy, lavender.

Joe has teamed up with Epilepsy Queensland and the epilepsy organisation world-wide to help make Purple Day one of the largest global epilepsy awareness initiatives ever.

Caboolture Purple Day marketing manager John Dennan is helping spread the word throughout the city on Joe's behalf.

John said Joe decided to put his support behind Purple Day after he met some girls from Epilepsy Queensland last year and realised epilepsy was one disorder that wasn't talked about.

"Epilepsy is a scary word for a lot of people because they don't know anything about it," John said.

"It can affect anyone at any time but no one seems to talk about it."

Epilepsy is the world's most common serious brain disorder.

In Queensland, more than 86,000 people will acquire epilepsy during their lifetime.

Most will be diagnosed as a child.

"This disorder has just blown me out of the water," John said.

"It's amazing the number of people who have it and have to deal with it every day of their lives."

Joe has been involved in real estate in Caboolture for 20 years.

As part of their goal to raise \$10,000 for Epilepsy Queensland Joe and his team have organised a bucket brigade to visit businesses in Caboolture from March 22 to 26.

Joe will also release 100 purple balloons on Monday, March 22.

"There are also 50 donation tins placed in various Caboolture businesses ready to receive anything people are willing to give," John said.

If you would like to contribute phone John Dennan on 0438 791 004.

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HELPING HAND: Caboolture Realty's Joe Maver supports Epilepsy Queensland.
Photo by Vicki Wood/c15486a