



THE CENTER FOR

# EPILEPSY & SEIZURE EDUCATION

IN BRITISH COLUMBIA

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## Press Release

### For Immediate Release

#### SUPPORTING EPILEPSY AROUND THE WORLD – WEAR PURPLE MARCH 26

March is Epilepsy Awareness Month. The Canadian Epilepsy Alliance (CEA) is launching Purple Day-March 26<sup>th</sup> as a National Empowerment Day to raise awareness of epilepsy and to support children, their families and those affected by the disorder. As a CEA member agency we are looking for volunteers to help with Purple Day.

The Purple Day national movement on March 26<sup>th</sup> was created by a grade 3 student Cassidy Megan. Hoping to end the fear when disclosing epilepsy, the spirited young girl convinced her school to designate March 26 as “Purple Day for Epilepsy”, when everyone would be encouraged to wear purple to support epilepsy.

Until last year, ten year old Cassidy never talked about her epilepsy to her classmates, fearing their reaction. She felt terribly alone (stigmas arising from public misconceptions about epilepsy, social isolation along with lowered self esteem among children who have epilepsy are all too common). After an education presentation at her school, Cassidy began to talk about her seizures to interested classmates.

Cassidy wanted others with epilepsy to know that it is ok to tell others you have epilepsy. Opening our eyes and touching our hearts, Cassidy wants children with epilepsy to know that they are not alone and wants other children to understand epilepsy-not to be afraid and that children with epilepsy are the same as they are. Cassidy has truly become a national spokesperson for children with epilepsy.

Children in schools/their classrooms, parents and those affected by epilepsy are taking on the March 26<sup>th</sup> Purple Day Campaign with Cassidy's energy and excitement that has moved us all.

Epilepsy affects approximately one in one hundred people. Epilepsy touches more than 40,000 British Columbians; nearly 300,000 in Canada. That's more 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.

Support March Epilepsy Awareness Month, be a Purple Day Ambassador [www.purpleday.org](http://www.purpleday.org), volunteer and join this inspiring campaign. Wear purple and ask others to come on board, host a block party, engage your work or school associates.

For more information, or to speak to someone in your community with epilepsy contact The Center for Epilepsy and Seizure Education in BC 604.853.7399, or toll free at 1-866-EPILEPS(Y) and by e mail [epilepsy.info@telus.net](mailto:epilepsy.info@telus.net) .

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*Proud member of the Canadian Epilepsy Alliance  
“A cure may be found tomorrow but someone needs your help today”*