



Epilepsy Durham Region *matters*

NEWS RELEASE

For Immediate Release

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ENCOURAGE, SUPPORT AND EDUCATE ON MARCH 26, 2009

OSHAWA, Ont. — On March 26, 2009, Epilepsy Durham Region, alongside other agencies across Canada will wear purple to support Purple Day for Epilepsy. The event, which is held annually, is an international campaign dedicated to heightening epilepsy awareness. The worldwide event was founded in 2008 by nine-year-old Cassidy Megan of Nova Scotia, Canada. Megan wanted to create an event where she and other children like herself living with epilepsy could relate to one another. Also, she wanted to remove stigma, mystery and fear of the unknown that surrounds epilepsy. "I want people to know that if you have epilepsy, you aren't alone," says Cassidy Megan.

One of Megan's primary goals is to achieve heightened awareness through Purple Day. This can be accomplished by holding a Purple Day awareness party or fundraising event on, or before Purple Day, through community involvement, word of mouth, corporate campaigns and more. The event has inspired, raised morale and given an opportunity to discuss the disorder openly amongst people locally and internationally.

"For people living with epilepsy, I encourage them to surround themselves with positive people. Talk to people about it and discuss it with everyone you know and meet," says Nathalie Holroyd, Youth Ambassador at Epilepsy Durham Region, and student of Trent University. "Do not let it embarrass you and don't find any reason to hide it. I have never really known anyone else with epilepsy like Cassidy Megan. She is so young and she is truly making a difference and taking charge. Being older than her makes me want to make a difference as well. In many aspects I look up to her," stated Nathalie.

Epilepsy Durham Region was founded in 1987 and has devoted their expertise, time and compassion to the well-being of more than 36,000 individuals touched by epilepsy in Durham Region. The organization's mission is made possible through promoting hope and courage. For more information please visit www.epilepsydurham.com and www.purpleday.org

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get the facts

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