

MEDIA RELEASE

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Buderim Pharmacy wins Queensland Purple Pharmacy Award

Each year a number of community minded schools, businesses and individuals put up their hands to help raise awareness and funds during the Purple Day for epilepsy awareness campaign in March.

Amongst the biggest supporters are Queensland pharmacies. Some of those pharmacies really go the extra mile to show their customers living with epilepsy they are not alone, by dressing up in their most outlandish purple outfits and wigs. The best pharmacy in Queensland is given the Purple Pharmacy Award. This year the award went to a Sunshine Coast local business, Buderim Pharmacy.

Pharmacist Mel says: "We fundraised all through March and made sure that we wore purple every couple of days. Then on Purple Day (26 March) we decorated the whole pharmacy and brought out a epilepsy selfie frame. Our boss pledged to donate a dollar for every selfie taken towards Epilepsy Queensland."

"We are proud to be supporters of Purple Day and the staff enjoy getting behind it by dressing up in purple. We all wore purple and I baked a cake and asked for gold coin donations. We also sold Epilepsy Queensland merchandise throughout the entire month. One man loved the pens so much he came back and bought himself some more because they wrote so well!"

Seizure Awareness needed

Despite the big push for epilepsy awareness in March more understanding is still needed in the community. Sunshine Coast resident Madison Smith made scrunchies this year in support of her brother, Connor, who battles with epilepsy.

Madison said: "Connor was 12 when he was diagnosed with epilepsy and initially experienced seizures every two days. Now 16, Connor is on medication but still has a tonic-clonic seizure every 6 days in which he experiences convulsions and lack of consciousness."

"Purple Day is a powerful step toward demystifying the disorder that plagues many," says Epilepsy Queensland's CEO, Helen Whitehead. "For some, the stigma and misconceptions associated with epilepsy are worse than the condition itself."

You can learn about seizure first aid on the Epilepsy Queensland website www.epilepsyqueensland.com.au.

MEDIA: If you would like further information or to arrange a photo/interview opportunity please contact Epilepsy Queensland's Communications Manager, Karen Furnivall on 07 3435 5000 / 0402 578 954 / kfurnivall@epilepsyqueensland.com.au

[Epilepsy Queensland Inc.](http://www.epilepsyqueensland.com.au) was founded in 1969 and provides vital services and support to the 100,000 Queenslanders diagnosed with epilepsy. Through counselling services, guided

workshops, and community advocacy Epilepsy Queensland is dedicated to improving the quality of life of people with epilepsy, their carers and families.