

## Ipswich Locals Ride 100km For Epilepsy

### MEDIA RELEASE

**WHAT:** Purple Day for epilepsy  
**WHERE:** Worldwide  
**WHEN:** Tuesday 26 March 2018  
**WHY:** To raise awareness and spread information about one of the world's most common serious brain disorders – epilepsy. Go [HERE](#) for more information

**Purple Day for Epilepsy** is recognised worldwide on **26 March**. Each March local community Purple Heroes raise awareness and vital funds to assist Queenslanders living with epilepsy. This Sunday 31st, Ipswich locals are taking to their bikes to ride 100km for Epilepsy Queensland.

The Moggill Mt Crosby Lions Group have arranged an open bike ride in support of Epilepsy Queensland. Each rider will pay \$80 towards supporting the key programs that Epilepsy Queensland offers.

These programs include a hotline which helps callers with everything from learning about epilepsy to teaching them how to administer medication. Furthermore, Epilepsy Queensland support workers run a kids program whereby they travel across the state to educate and support schools and families on how to care for someone with Epilepsy. Whether or not you can participate in this activity, we encourage you to make a donation online at [Epilepsy Queensland](#) to support this organisation which is vital to so many people's lives.

Ipswich's Civic Centre will also be going purple this March thanks to the Ipswich City Council. On Purple Day 2018, there will be more purple illuminations and fountains across the State than ever before. Epilepsy Queensland is encouraging people to take a 'selfie' with a local purple landmark and tag @EpilepsyQueensland on Facebook or Twitter for your chance to win great prizes.

**Purple Day** was founded in 2008 by 9 year-old Cassidy Megan of Nova Scotia, Canada. Motivated by her own struggles with epilepsy, Cassidy started Purple Day to show people with epilepsy that they are not alone. Epilepsy Queensland brought Cassidy's campaign to Australia in 2009 where it has grown momentum each year.

Anyone can be a part of Purple Day during March - the national epilepsy awareness month by:

- Supporting your local fundraiser
- Having fun with all things purple, the internationally recognised colour for epilepsy!
- Hosting purple events in school and at work such as dress up days and themed morning teas.
- Buying Purple day merchandise from Epilepsy Queensland's website or a participating Pharmacy.

**MEDIA:** If you would like further information or are interested in setting up an interview or photo opportunity, please contact Epilepsy Queensland's Communications Manager, Karen Furnivall on 07 3435 5000 / 0402 578 954 / [kfurnivall@epilepsyqueensland.com.au](mailto:kfurnivall@epilepsyqueensland.com.au). Photos can also be made available.

[Epilepsy Queensland Inc.](#) 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 the only Queensland based epilepsy organisation dedicated to improving the quality of life of people with epilepsy, their carers and families.