



MEDIA RELEASE

16 March 2018

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

BRISBANE SHINES A PURPLE LIGHT ON EPILEPSY

Brisbane is going purple in support of Queenslanders living with epilepsy. As the sun sets on Purple Day (26 March) landmarks across the State will be illuminated purple including the Story, Victoria, Kurilpa and Sir Leo Hielscher Bridges, City Hall, Treasury Casino, QPAC and Suncorp Stadium.

It is estimated that 100,000 Queenslanders will be diagnosed with epilepsy in their lifetime. That's nearly two capacity crowds at Suncorp Stadium, second home of Epilepsy Queensland's Patron Wally Lewis. Despite this, there are still many misconceptions about epilepsy and during the month of March and Wally Lewis and Epilepsy Queensland aim to bring epilepsy out of the shadows.

Thousands of Queenslanders are also joining the campaign by wearing purple to work/school and/or hosting Purple Day events and promotions. A group of adventurous Epilepsy Queensland supporters will be leading the charge, climbing the Story Bridge as the City turns purple.

Jade and her daughter Charlotte Whitlock can't wait to climb the bridge on Purple Day. Charlotte is 13 and has been living with epilepsy since she was six and her Mum describes her as a daredevil who won't let epilepsy stop her.

Jade said "Charlotte loves theme parks, water, motorbikes and will dare you to attempt it all with her!! At 13 she is now asking questions, like, why am I different? What do I tell my friends?"

"I would love to do this with her and continue to nurture her adventurous spirit, raise vital funds for such a supportive organisation, and see her cheeky smiling face at the top of bridge on Purple Day!!!"

The pair have raised over \$3,500 to support Epilepsy Queensland's essential services for Queensland children and adults living with epilepsy as part of their challenge.

"We want to ensure other people have access to the same support we received from Epilepsy Queensland. We are doing our bit on Purple Day, because we want to help ensure that other families don't have to go it alone."

Purple Day for Epilepsy is recognised worldwide, **26 March**. This globally celebrated event is a powerful step toward unmasking the myths and mysteries associated with a disorder, which has a profound effect on so many lives.

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. To learn more about the international effort, visit purpleday.org. Epilepsy Queensland brought Cassidy's campaign to Australia in 2009 where it has since grown.

The Purple Bridge Climb will begin at 5pm on 26 March as members and supporters gather at the Story Bridge Hotel to celebrate Purple Day and Brisbane's landmarks are illuminated purple.

Media Contact: Karen Furnivall - Epilepsy Queensland - Communications Manager
07 3435 5000 / 0402 578 954 / kfurnivall@epilepsyqueensland.com.au

[Epilepsy Queensland Inc.](http://www.epilepsyqueensland.com.au) was founded in 1969 and is the only state based organisation providing vital services and support to the 100,000 Queenslanders diagnosed with epilepsy. Increasing awareness of epilepsy in the community and supporting people with epilepsy are the key goals for Epilepsy Queensland. We strive to provide support, counselling, information, education, training and advocacy services to people with epilepsy and their families, schools, health professional and disability services.www.epilepsyqueensland.com.au