



## MEDIA RELEASE

**WHAT:** Purple Day For Epilepsy

**WHERE:** Worldwide

**WHEN:** Thursday 26 March 2020

**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. Mackay has its own Purple Heroes, Beryl and Charlotte Nielsen.

Charlotte Nielsen was diagnosed with epilepsy at just four-and-a-half months of age. Now 13, Charlotte is celebrating one year without having a seizure. "She has really great treatment," says her mum, Beryl.

Up until recent years Charlotte experienced seizures several times a week, which has had a lasting effect on her memory. "She sometimes has difficulty recalling some things from that time. But she has improved a lot."

This Purple Day, Beryl and Charlotte hope to spread awareness. To do this, Beryl has asked to turn the local fountain purple. Additionally, Charlotte's high school is celebrating Purple Day for the first time. Students will be able to wear purple and Charlotte will be running a merchandise stall for donations. However, this is not the first time Charlotte has fundraised. "She has raised around \$3,000 for epilepsy research in the past year and a half," says Beryl. "She is really amazing."

"Epilepsy Queensland helped us so much when Charlotte was younger, it is important to us to give back."

**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.

[Thank you to - Coal Port Pharmacy for your support](#)

[To support Purple Day or find out more about epilepsy visit our website: epilepsyqueensland.com.au.](#)

**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.

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[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.