



## **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. Ipswich has its own Purple Heroes, Codie and Ollie Sheppard.

At just four-and-a-half years of age, Ollie has gone through more in his life than most of us. Ollie had his first seizure when he was 14-months and soon after was diagnosed with epilepsy. Two years ago he had brain surgery to help his seizures and is currently on two forms of medication to help with daily relief.

Now three months seizure-free, Ollie is enjoying his first year of kindergarten. "It is the same school and staff as his day-care which has made it really easy. It means that they already have the training in what to look out for and do if Ollie has a seizure so that is a huge relief. I trust them with him," says his mother, Codie.

This Purple Day, Codie says that they are going to have a home BBQ and go "purple crazy." Ollie's kindergarten are also showing their support by hosting a bake sale. "Ollie is super excited," Codie laughs.

When asked what Purple Day means to them, Codie responds with "raising awareness and educating."

"There is a big misunderstanding as to what epilepsy is. This is a day where we can educate people. A lot of people still go around thinking that epilepsy just means that you have large fits, which is not true. It is important to educate people on the different forms and side effects of epilepsy."

**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.

**[Find out more on our website: www.epilepsyqueensland.com.au](http://www.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.

*[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.*