



Media Release: For immediate release

Make March Purple campaigns for epilepsy awareness

WHAT: **Make March Purple** is an Australia-wide campaign supported by epilepsy organisations across the country and the national peak body – Epilepsy Australia.

WHEN: March 1- 31st 2023, including **Purple Day** March 26, International Day of Epilepsy Awareness

WHY: To raise awareness and share information about one of the world’s most common and disabling neurological conditions: epilepsy (AIHW, 2022). Find more information [HERE](#).

Every 33 minutes an Australian life is turned upside down by an epilepsy diagnosis.

For over 50 years, Epilepsy Queensland has been working to help turn things around by providing education, information and comprehensive support to people and families impacted by the common neurological condition.

Chief Executive of Epilepsy Queensland, Chris Dougherty, said funds raised during March will provide free education sessions that help families understand and manage epilepsy.

“When you get involved in Make March Purple, you help turn things around for people with epilepsy and their families.

“This means children with epilepsy can go to school safely because we have trained educators to understand and cope with the condition.

“By participating Make March Purple, you also keep people with epilepsy living in a safe environment, because we can teach family and their loved ones seizure first-aid and how to administer life-saving medication,” said Mr. Dougherty.

There are more than 65 million of people living with epilepsy globally, and 30,000 of them are living in Queensland, with 3000 newly diagnosed each year.

“Each year, we answer more than 4,000 calls for help,” said Mr Dougherty.

Epilepsy, despite being one of the most common serious neurological conditions globally, is unfortunately not well understood. Epilepsy Queensland is working to change this.

“Our community want us to raise awareness of the impact epilepsy can have, not only on the individuals, but on their families, wider care and support networks,” said Mr. Dougherty.

“We aim to create a world where epilepsy is understood, barriers are broken down, stigma is smashed and the 30,000 Queenslanders living with this common neurological condition can participate safely and fully in life, education and the workplace.”

-ENDS-



How can you help turn things around and Make March Purple?

Raise funds:

- Host an event at work, school, or home. [Click here to register](#)
- [Take on a personal challenge](#)
- [Get mucked](#) for epilepsy
- [Buy a plush toy from participating pharmacies](#)
- Make a [donation](#)

Raise awareness:

- Turn things around by posting an upside-down photo to social media with #Every33Minutes [Click for more information](#)
- Share our campaign messages on [Facebook](#) [Instagram](#) [LinkedIn](#)
- Visit and photograph one of the many Queensland [landmarks that will light up PURPLE](#)

To support Make March Purple visit: <https://bit.ly/MakeMarchPurple>

For information about epilepsy visit our website: epilepsyqueensland.com.au.

MEDIA OPPORTUNITIES:

Filming and photo opportunities: local epilepsy community members, illuminated landmarks

Radio: 30 sec Make March Purple CSA, live interviews, “Ask an epilepsy educator”

Talent/interviews:

Epilepsy ‘local heroes’, fundraisers hosting events and activities, Epilepsy Queensland CEO and Epilepsy Educators.

[Graphic Design Assets available here](#)

If you would like further information or are interested in setting up an interview or photo opportunity, please contact:

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ABOUT EPILEPSY

- Epilepsy is the most common serious neurological condition in the world.
- The chronic condition involves the brain, causing a person to have repeated seizures.
- Seizures occur when the brain's nerve cells (neurons) misfire and generate sudden, uncontrolled burst of electrical activity in the brain.
- Signs of a seizure vary depending on where in the brain the electricity occurs, and not all seizures are convulsive.
- There are more than 40 epilepsy syndromes and more than 70 types of seizures.
- Epilepsy is most often diagnosed in those 65 years and older, and children aged 5 years and under, however:
- Epilepsy can affect ANYONE, at any age or stage of life.
- 50% of people will never learn the cause of their epilepsy.
- For 70% of people, seizures may be controlled with medication, however:
- There is no cure for epilepsy.

For more than 50 years, [Epilepsy Queensland](#) has delivered help and hope to people and families impacted by epilepsy. Each year, we answer nearly 4000 calls to our Epilepsy Helpline and we deliver over 2000 community education sessions. We advocate for the 30,000 Queenslanders living with the condition and we are the organisation that 3000 newly diagnosed Queenslanders turn to each year for help, understanding, and information.