



MEDIA RELEASE

WHAT: Purple Day For Epilepsy

WHERE: Worldwide

WHEN: Monday 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. The Gold Coast has its own Purple Heroes, Mel and Shawn Boadle.

Shawn Boadle has lived with epilepsy since he was six-years-old. Now 28, epilepsy plays a big role in his life.

“When he was about 19 the seizures got a lot worse,” says his sister, Mel.

“He had brain surgery last year, but they are talking about potentially operating again because he is still having constant seizures.”

Mel says that he has seizures every day. “He could be talking to you one second and the next he will be seizing.”

Because of this, Shawn needs constant care around the clock. “He has support workers for 12-hours every day and is living at home with our parents. He can’t do much on his own. He needs assistance showering and eating, it is really tough on him.”

This Purple Day, Mel wants to raise awareness. “If I was out and I saw someone fall to the ground, other people might think that person was drunk whereas I would check if they were seizing. If they were, I would know exactly how to help them and potentially save their life. How many other people would know how to do that? We need to work on awareness and education.”

“I am passionate about bringing epilepsy out of the shadows. Many people discriminate against people with disabilities and it makes their life so much harder.”

“Epilepsy Queensland has been so helpful for us. Over the years our family have used their training services as well as their support groups. My mum still meets with a lot of the other families. It is really nice to know there are people there for us.”

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 <https://ifly-with-epilepsy-queensland.everydayhero.com/au/raising-funds-for-epilepsy>
- Having fun with all things purple, the internationally recognised colour for epilepsy! [Take a snap of your Purple Moment, share on Facebook or Instagram, use the hashtag #GoPurpleForEpilepsy and tag us @EpilepsyQueensland for your chance to win a purple iPhone 11.](#)
- [Create your own virtual fundraising webpage and share your story on Everyday Hero](#)
- Buying Purple day merchandise from Epilepsy Queensland's website or a participating Pharmacy. [Thank you to Arundel Chempro Chemist, Gold Coast University Hospital Chempro Chemist, Giant Chemist Harbour Town and Chempro Burleigh Town.](#)

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. 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.