Purple Day – The Global Day of Epilepsy Awareness™
Fact Sheet

2012 Purple Day Overview

Purple Day is an international grassroots effort dedicated to increasing awareness about epilepsy worldwide. On March 26th, people in countries around the world will wear purple and host events in support of epilepsy awareness. In 2011, people in countries on all continents except Antarctica participated in Purple Day. The Epilepsy Association is taking the lead in Northeast Ohio making Purple Day 2012 even bigger!

For Purple Day 2012, the Association is launching a grassroots awareness effort in Northeast Ohio.

We aim to generate 100,000 email messages through our grassroots efforts containing an epilepsy awareness message.

How can you help?

- Do you have an e-mail address list? Why not share with everyone on that list a fact about epilepsy, or what it is like to live with epilepsy? We bet that most people you know, know nothing about epilepsy. Beginning in March, the Epilepsy Association will post sample e-mail messages for you to send to your friends and family. Just copy and paste a message in your e-mails, personalize the message if you wish, and ask your friends and family to forward the message to their e-mail list.

- Wear purple to work on March 26th. Ask your work mates to wear purple too.

- Wear purple to school on March 26th. Ask your classmates and teachers to wear purple too.

- Ask your company to donate website space for a purple day message. Then contact the Epilepsy Association, we will follow-up with your website folks.

- If you have Facebook, change your status in March to read: "On March 26, I’m wearing PURPLE to support EPILEPSY AWARENESS. Help spread the word - just copy this message to your status!

- Call the Epilepsy Association to arrange a Purple Day epilepsy awareness program
About the Epilepsy Association

**Our Mission:** The Epilepsy Association is a not-for-profit corporation dedicated to helping people cope with and manage seizure disorders by improving their quality of life, while empowering and enabling individuals to reach their full potential within the community.

Proceeds support the local programs of the Epilepsy Association, the only community-based social services for children, families, and adults affected by epilepsy in Northeast Ohio. The Association has provided services since 1972. The agency is licensed by the Ohio Department of Mental Health, and is a funded agency of United Way Services.

Services include: counseling, in-service and in-classroom programs to lessen the impact of epilepsy in schools, community epilepsy education programs, support groups, information and referral services, mental health case management services, advocacy, and specialized services for families and children. In 2012, the Association served over 15,000 people in Northeast Ohio and had over 58,000 visitors to our website.

About Epilepsy

More than 3 million Americans have some form of epilepsy. Epilepsy affects more people than Parkinson’s disease, cerebral palsy, multiple sclerosis and muscular dystrophy combined. Of the major chronic medical conditions, epilepsy is among the least understood even though one in three adults know someone with the disorder. The medical community has identified more than 40 different types of seizures, and the different seizure types result in a wide-range of physical symptoms. For over two-thirds of epilepsy patients, their seizures cannot be controlled by medications and other treatment options. Individuals with epilepsy are at risk of premature death and mental illness. This is why the services provided by the Epilepsy Association are necessary in our community. These services save lives.