

PURPLE DAY for EPILEPSY 2020

PURPLE DAY is a grassroots effort dedicated to increasing awareness about epilepsy worldwide. On 26 March people from around the globe are asked to wear purple and spread the word about epilepsy.

Epilepsy is the most common serious disease of the brain affecting 65 million people around the world 2.5 million new cases are diagnosed each year. There are about 48,000 kiwis living with epilepsy with six kiwis being diagnosed each day, the majority, children.

- ✂ With proper diagnosis and treatment, 70% of New Zealanders with epilepsy will live healthy lives. With 30% of people with epilepsy being drug resistant research is critical to find treatments.
- ✂ Epilepsy can cause death – SUDEP (Sudden Unexpected Death in Epilepsy) Mortality rates of people with epilepsy can be 2-3 times that of the general population. We know 40 people will die each year from SUDEP.
- ✂ The many burdens and costs of epilepsy are often unrecognized because those afflicted with the disease hide it from the outside world to avoid discrimination. For some people, the side effects of epilepsy can be more difficult to deal with than the epilepsy itself.
- ✂ Social problems include: Cognitive impairment due to the disease or to medication leading to difficulties at school or, in some cases, exclusion from school. Employment problems: difficulty in finding employment and, irrespective of qualifications, employment can be low grade and low paid. Driving regulations and insurance restrictions create issues. Low self-esteem and high incidence of depression exist.

WE NEED YOUR HELP SO WE CAN HELP THOSE PEOPLE LIVING WITH EPILEPSY!

Getting involved with Purple Day is easy; we would greatly appreciate your support.

Here are some ideas to get you started:

- ✂ **Wear A Purple Ribbon:** Buy a Purple Ribbon during March to show your support of Epilepsy. Ribbons are available from participating pharmacies.
- ✂ **'Lighting Up' National Landmarks:** Several well known building and monuments throughout the country have confirmed to be lit up purple during March. Take photos, have a picnic with your friends and post on Facebook.
- ✂ **Turn Purple:** Dress in purple, wear a purple wig, put a purple ribbon around a tree, replace your outside light bulb with a purple bulb are just some ideas that you can do to help promote Purple Day.
- ✂ **Become a Purple Day Hero.** Encourage your local community groups, school or business to get involved in fundraising. Register your event online www.epilepsy.org.nz. It's free and easy to create your own Purple Day event which can be held anytime during March. Approach your friends, family, colleagues and contacts to donate. Take photos and post on our Facebook page.

Dress in Purple day

Face painting

Morning Tea

Fun Run/Walk

High Tea

Bake Sale

- ✂ **Make a tax deductible donation** to Epilepsy New Zealand's website www.epilepsy.org.nz
- ✂ **Ask your local Epilepsy New Zealand Educator** to visit your school, workplace or community group and explain epilepsy and seizure first aid.

**To learn how you can receive support, donate or volunteer,
call 0800 epilepsy (37 45 37) or visit**

www.epilepsy.org.nz

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Epilepsy New Zealand is proud to have the official role of fundraising, selling merchandise and promoting Purple Day throughout New Zealand

All funds raised help us to help people living with epilepsy



EPILEPSY NEW ZEALAND®
THE NATIONAL EPILEPSY ASSOCIATION OF NEW ZEALAND
kia titiro ki te tangata - see the person

ABOUT PURPLE DAY FOUNDER CASSIDY MEGAN

Motivated by her own struggles with epilepsy, nine year old Cassidy Megan of Nova Scotia created the idea of Purple Day for epilepsy in 2008. Cassidy's school principle chose 26 March as the date for the first Purple Day for Epilepsy held at Cassidy's school. Now Purple Day for Epilepsy is celebrated in dozens of countries globally on every continent even Antarctica!

