



EPILEPSY
NEW ZEALAND

Kia titiro ki te tangata / See the person
Celebrating 70 Years and Beyond

70 WAYS TO GO PURPLE



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CELEBRATING 70 YEARS OF EPILEPSY NEW ZEALAND

Purple Day | 26 March

In 2026, Epilepsy New Zealand celebrates **70 years** of supporting people living with epilepsy, their families, whānau, and communities.

To mark this milestone, we're inviting workplaces across Aotearoa to be part of

“70 WAYS TO GO PURPLE”

- because every action, big or small, helps raise awareness and reduce stigma.

You don't have to do all 70 - just choose one (or a few!) and help make this Purple Day our biggest yet.



Email: marketing@epilepsy.org.nz |



Call: 0800 37 45 37 |



Visit: www.epilepsy.org.nz



AT WORK

1. Wear purple for the day
2. Purple dress-up competition
3. Purple accessories challenge
4. Purple lanyards or name badges
5. Purple desk decorations
6. Purple cupcakes or baking challenge
7. Purple morning tea
8. Purple-themed shared lunch
9. Purple balloons in reception
10. Purple email signatures for the week

TEAM ACTIVITIES

11. Team walk or fun run
12. Step challenge for Purple Day
13. Purple quiz or trivia session
14. Lunch-and-learn about epilepsy
15. Five-minute epilepsy awareness briefing
16. Share a “Did you know?” fact at a team meeting
17. Purple raffle
18. Purple scavenger hunt
19. Team photo in purple
20. Create a purple workplace playlist

FUNDRAISING

21. Gold coin donation day
22. Purple bake sale
23. Staff sausage sizzle
24. Purple-themed auction item
25. Casual purple Friday fundraiser
26. Match staff donations
27. Donate \$7 or \$70 for 70 years
28. “Guess how many purple lollies” jar
29. Purple coffee shout (profits donated)
30. One-day workplace giving drive

AWARENESS & INCLUSION

31. Share epilepsy first aid tips with staff
32. Display epilepsy awareness posters
33. Share an epilepsy myth-busting post
34. Include Purple Day in your staff newsletter
35. Add epilepsy awareness to your wellbeing programme
36. Promote inclusive workplace conversations
37. Encourage managers to talk about hidden disabilities
38. Share ENZ resources with HR teams
39. Add Purple Day to your DEI calendar
40. Host a short Q&A session





EXTERNALLY

- 41. Turn your logo purple
- 42. Purple website banner
- 43. Purple social media post
- 44. Share why your business supports Purple Day
- 45. Purple window or reception display
- 46. Light up your building
- 47. Purple uniforms or PPE
- 48. Customer-facing signage
- 49. Thank customers for supporting Purple Day
- 50. Encourage customers to wear purple

COMMUNITY & CREATIVITY

- 51. Purple art wall or mural
- 52. Purple photo booth
- 53. Purple-themed competition
- 54. Purple cupcakes for customers
- 55. Purple ribbons giveaway
- 56. Purple branded stickers
- 57. Purple coffee cups or sleeves
- 58. Purple cupcakes for clients
- 59. Purple desk pets or mascots
- 60. Purple-themed team video

BIG OR SMALL - IT ALL COUNTS

- 61. Share one epilepsy fact
- 62. Have one conversation
- 63. Wear one purple item
- 64. Take one team photo
- 65. Make one donation
- 66. Support one colleague
- 67. Share one post
- 68. Light one space purple
- 69. Learn one new thing about epilepsy
- 70. Be part of one powerful day of change

JOIN US

Register your workplace and receive **free** Purple Day resources, including ribbons, balloons and ideas to help you get involved.

👉 **Purple Day | 26 March**
(or anytime in the month of March)

👉 Register at: epilepsy.org.nz/you-can-help/please-support-our-current-appeal/purple-day

♥ *Celebrating 70 Years and Beyond*

