



*The Epilepsy  
Association of  
Tasmania Inc.*

**February 2011**

## COMMUNITY SERVICE ANNOUNCEMENT

### **PURPLE DAY for EPILEPSY**

For the first time next month, Purple Day will be celebrated throughout Australia – and individuals, schools and businesses have a chance to be involved.

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.

Purple Day 2011 coincides with the national epilepsy awareness campaign from 1 to 26 March. The Epilepsy Association of Tasmania is proud to be the official Tasmanian Purple Day partner and wants to hear from any person or organisation willing to help raise funds and increase awareness.

Purple Day was founded in 2008 by nine-year-old Cassidy Megan of Canada. Motivated by her own struggles with epilepsy, Cassidy started Purple Day in an effort to get people talking about epilepsy, the world's most common serious brain disorder. Cassidy wanted to let people living with epilepsy know that they are not alone. She named the day Purple Day after the internationally recognised colour for epilepsy – lavender.

To register your interest and/or for more information, please call 1300 852 853 or email [reachelle.beasley@epilepsytasmania.org.au](mailto:reachelle.beasley@epilepsytasmania.org.au) or visit [www.epilepsytasmania.org.au](http://www.epilepsytasmania.org.au)

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