



# CAN YOU HELP US?

TO ALL CELEBRITIES OUT THERE

We at the Edmonton Epilepsy Association, EEA, have a favour to ask. Epilepsy affects 1 in 100 Canadians (that's more people than muscular dystrophy, multiple sclerosis, cerebral palsy, and Parkinson's combined!), yet myths and misconceptions about epilepsy are still all too commonplace, rendering it one of the most highly stigmatized health conditions on the planet. But you can help us change that!



March is epilepsy awareness month, and March 26th is Purple Day, a special day for showing your support for people living with epilepsy. We are reaching out to celebrities and community leaders, such as yourself, to lend your voice to help us raise awareness, and reduce stigma.

Our ask is simple: create a short video (instructions below) and send it to us to be used on our social media and shared with our partners across the country through the Canadian Epilepsy Alliance.

### Why we ask?

We'd like your help with this because we know that you've got fans and followers out there who can help us to shift the conversation about epilepsy and people living with it. When creating your video we suggest the following:

1. Introduce yourself
2. Tell everyone that March is epilepsy awareness month.
3. Pick one fact about epilepsy
4. Tell people that March 26 is Purple Day for epilepsy awareness and invite them to "Show their purple!"

### When do we need this by?

We would appreciate you sending us your video by February 26, 2021. If you need help with this, we could set up a quick zoom call and record it from our end. Whatever works best for you.