

February 14, 2021

FOR IMMEDIATE RELEASE

**MARCH IS EPILEPSY AWARENESS MONTH IN EDMONTON**

March is Epilepsy Awareness Month all across Canada.

Epilepsy is a neurological condition that affects 1 in 100 Canadians, with over 20,000 people diagnosed each year across Canada. Misfirings in the brain's electrical currents cause seizures. Anyone can develop Epilepsy at any time. Children can be born with it and sometimes outgrow it. Adolescents can develop it at puberty. Accidental head injuries can bring it on. Strokes can trigger the onset of Epilepsy.

Although living with Epilepsy can be difficult, it is not a barrier to achievement. Many great people in history have lived with Epilepsy. However, Epilepsy remains an invisible and mysterious condition, which often scares people and carries a stigma of disability and isolation.

The Edmonton Epilepsy Association, a registered charity since 1960, remains the only Agency providing educational and awareness programs, as well as support services to the more than 20,000 individuals living with Epilepsy in greater Edmonton, Northern Alberta, and the N.W.T. Our key programs include a series of Epilepsy Information Booklets freely available to all online and in print, as well as a free live puppet show called *Kids On The Block*, which teaches students in elementary grades what it feels like to live with Epilepsy.

To celebrate and create increased awareness about Epilepsy during the month of March, the EEA will run a series of special initiatives that we hope you can assist us in promoting:

- Organize the lighting of the High-Level Bridge in Edmonton, on March 26, 2021
- Organize the lighting of the Alberta Legislature Grounds, on March 26, 2021
- Receive the proclamation of March 26, 2021 as Purple Day, the day dedicated to people living with Epilepsy, by Edmonton Mayor, Don Iveson
- Promote the "1 in 100" social media postings campaign with the Canadian Epilepsy Alliance (CEA)
- Run two live *Kids on the Block* shows on Purple Day, March 26, 2021 freely available online at 10:00 and 12:00 a.m. MST
- Offer a Families Online Conversations (FOCs) session on Thursday, February 25, 2021, open to all interested families with children who live with Epilepsy.
- Continue to promote its fundraising campaign selling purple face coverings, with our action call to: "Ask Me Why"

- Launch the sale of the original novel “Oscar” a book by Dr. E. Starreveld, retired epileptologist, sold through our online e-store.

As part of numerous educational events and other activities throughout the month, EEA will continue to offer its special scholarships:

- Continuing Education Scholarship
- Garry Hannigan Memorial Scholarship Fund
- Brittany Hughes Memorial Scholarship Fund

Epilepsy Awareness Month will wrap up on International Purple Day, March 26<sup>th</sup>, with participation by everyone to the live broadcast of *Light the Night!*, a social media event coordinated by CEA.

For details about our events to celebrate March Epilepsy Awareness Month, visit our website at

<https://edmontonepilepsy.org/march-epilepsy-month/>

or contact the Executive Director, Valeria Palladino at 780-488-9600 or [valeria@edmontonepilepsy.org](mailto:valeria@edmontonepilepsy.org)

