

March 18, 2010

Dear Neighbor,

Friday, March 26, 2010, is Purple Day. We hope that millions across the world will wear purple to unite in the global movement to remind everyone that Epilepsy affects over 50 million people worldwide. That's more than multiple sclerosis, cerebral palsy, muscular dystrophy and Parkinson's disease combined.



We are a local non-profit organization located in Chicago. Our nationwide mission is to raise awareness on Epilepsy and provide support to those suffering from the disorder and their families.

Each year over 50,000 deaths occur due to seizures, that is more deaths due to breast cancer. We are asking schools and local business to participate on March 26th by simply wearing their favorite purple dress, tie, or shirt on Purple Day and help inspire others to take action in learning first aid for seizures and understanding the facts about Epilepsy.

Purple Day was founded in 2008, by nine-year-old Cassidy Megan of Nova Scotia, Canada, Purple Day is an international grassroots effort dedicated to increasing awareness about epilepsy worldwide. On March 26, people from around the globe are asked to wear purple and spread the word about Epilepsy. The American Epilepsy Outreach Foundation is a proud US Partner for this event.

If you or your organization needs help planning and promoting a Purple Day activity, be sure to download our Purple Day Online Toolkit at www.epilepsyoutreach.org. This free promotional resource provides a wide range of Purple Day activity ideas and resources.

We would be happy to supply you with first aid posters and/or brochures on Epilepsy to help educate the general public.

For additional information please visit www.purpleday.org and www.epilepsyoutreach.org, or email info@epilepsyoutreach.org or usa@purpleday.org

Together we can change the face of Epilepsy!

Sincerely,

Erin Leyden
President and Co-Founder
Mom to Emmett now over 2 ½ years seizure free (age 6)
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