

Cassidy's Message 2012

Hi, my name is Cassidy Megan and I am the founder of Purple Day.

I would like to thank everyone for all their hard work and support with Purple Day. I have had so much fun working on Purple Day with our global partners, the Epilepsy Association of Nova Scotia and The Anita Kaufmann Foundation, and all of you. I LOVE getting your emails, Tweets and pictures, and I also loved meeting so many of you.

Since Purple Day 2011, we have been busy planning for Purple Day 2012 and lots has happened. In Canada, MP Geoff Regan introduced a bill to Parliament called the Purple Day Act and we are really hoping it will pass because then Purple Day will become an officially recognized day in Canada. In July, I flew to St. Louis because I was nominated and won the Build A Bears Huggable Heroes Award. I met a lot of great people while I was there.

Purple Day has grown so much bigger since we first started, and it's bigger because of people like you who are helping and supporting us.

Did you know that Purple Day is now celebrated on every continent in the world except Antarctica and we now have 100's of Ambassadors around the world who help spread the word about Purple Day and epilepsy awareness? That is sooo cool ☺

Our Ambassadors have done things like have Purple Day at their school or work, or they have had Purple Day events like parades, galas and celebrations around their town and cities. They have had the local landmarks lit up in purple, had concerts, and so much more.

There are so many ways that you too can help out with Purple Day and epilepsy awareness. I know that with all of us working together we can make Purple Day 2012 even bigger and better than before. ☺ Some of the things you can do to help are hold a party/gala, have a parade, do a walk, put up posters, contact the media, contact your politicians, get business involved, get bakeries to take part in the Great Purple Cupcake Challenge or whatever you can think of. I would LOVE to hear your ideas for Purple Day 2012 so don't be afraid or shy. Just send us your ideas!

One of the things I would like to do in 2012 is change how they show epilepsy on TV and in books and stuff. It really upsets me that so many things show epilepsy in a bad way and how to deal with it the wrong way. It upsets me because it makes all the hard work we are doing to educate people about epilepsy even harder. It can also make people feel afraid to tell other people that they have epilepsy and that they are alone again. I am writing letters to shows and people that do this when I see them or hear about it, and you can do the same. Together we can teach them about epilepsy and get them to help us by showing epilepsy the right way.

One of the cool things I came up with to do this year is have an event that everyone in the world can do. It is called The 26 Days to Purple Day Challenge. We will have a challenge each day of the month leading up to Purple Day. I am really excited about this too. This year, we have lots of great ideas and events for Purple Day 2012 all over the world and I am so excited for them, for Purple Day 2012 and for working with YOU. I hope you are excited too.

Don't forget to spread the word to your family and friends! Do you realize that if each person tells two people then the whole world would know?

Thanks again for all your help and support ☺!!

Love from Cassidy Megan
Founder of Purple Day