



MEDIA RELEASE

FOR IMMEDIATE RELEASE

MR# 2019015

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RE: Mayor David Kogon declares March 26 Purple Day in Amherst

AMHERST, Nova Scotia – March 26 has been proclaimed Purple Day in Amherst by Mayor David Kogon.

“I would urge residents to wear purple on March 26 and take the opportunity on Purple Day to increase their knowledge about epilepsy, a neurological disorder that affects more than 300,000 people in Canada,” Kogon said, as he signed a proclamation putting the day into effect.

According to the Epilepsy Canada website, epilepsy is a symptom of a neurological disorder that affects the brain and shows itself in the form of seizures.

Purple Day was founded in 2008 by a then nine-year-old Nova Scotian. Cassidy Megan was motivated by her own struggles with epilepsy and wanted to get people talking about epilepsy in an effort to dispel myths about the disorder and to inform those with seizures that they are not alone.

Since then, Purple Day has grown into an international movement. Last year, people in dozens of countries on every continent – including Antarctica – participated in Purple Day.



Mayor David Kogon signs a proclamation declaring March 26 Purple Day in Amherst. (Tom McCoag / Town of Amherst)



In a further support of Purple Day, members of Amherst town council and staff will be wearing purple ribbons during the March 25 council session.

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