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PRESS RELEASE: March is Purple Month! Campaign

The BC Epilepsy Society celebrates epilepsy awareness with a new campaign

Vancouver, BC: The BC Epilepsy Society, a non-profit charitable organization that provides support for people living with epilepsy and raises epilepsy awareness in the community, recently announced their March is Purple Month campaign.

The March is Purple Month! campaign works alongside the international I AM A VOICE campaign, which is a BC Epilepsy Society initiative designed to reduce stigma and help people become more aware of epilepsy. I AM A VOICE supporter and epilepsy advocate, Christine Jamieson, Miss BC, was recently crowned Miss Canada in the 2019 Miss Canada pageant.

The BC Epilepsy Society would like to highlight two businesses that are supporting the March is Purple Month! campaign and the I AM A VOICE campaign: Gold's Gym and Vida Spa.

Gold's Gym will host two BC Epilepsy society workshops on epilepsy awareness and seizure first that are free and open to the public. Gold's Gym will also donate \$10 to the BC Epilepsy Society for every membership sold in March at Gold's Gym West Broadway.

Vida Spa has launched the Mindful Massage, which incorporates a medium pressure Swedish style technique on the body, paired with pressure point movements throughout the scalp to relax the mind. Vida Spa will donate \$22 to the BC Epilepsy Society for every Mindful Massage sold.

Additionally, some Vancouver-based restaurants will be participating in the BC Epilepsy Society campaign, Eat Your Way ... Through Purple Day™! where they will include a special menu item for International Purple Day™ for Epilepsy Awareness on March 26th. Also, keep an eye out for landmarks in Vancouver lighting up purple on March 26th!

The March is Purple Month! campaign and the I AM A VOICE campaign encourages our society to be more aware of epilepsy, which is one of the most common neurological disorders but one that receives the least funding and the least recognition. Find out more about these campaigns and how to participate in them on the BC Epilepsy Society website at www.bcepilepsy.com.