



FOR IMMEDIATE RELEASE

MEDIA CONTACT: Jackie Aker
310.846.9272 | jaker@efa.org

Epilepsy Foundation Kicks Off National Epilepsy Awareness Month with Omaze Fundraiser Featuring T-Shirt Designed by Artist SABER

Celebrities Jane Lynch and Rhett & Link Join Fundraiser to End Epilepsy

LANDOVER, Md., October 31, 2018 — November is National Epilepsy Awareness Month and the Epilepsy Foundation is kicking off a fundraiser in partnership with online fundraising platform, Omaze. The fundraiser includes an exclusive t-shirt, “All Brains Are Beautiful,” designed by renowned fine artist SABER in support of the Epilepsy Foundation. The Epilepsy Foundation is teaming up with celebrities, including Jane Lynch and “Good Mythical Morning” stars Rhett & Link, to promote the t-shirt. The fundraiser is a component of the Epilepsy Foundation’s multi-year, nationwide campaign, “Let’s Use Our Brains to End Epilepsy,” which launched earlier this month challenging everyone to use their brains to change the conversation about epilepsy and seizures. Proceeds from the Omaze fundraiser will support the Epilepsy Foundation’s efforts to connect people to treatment and resources, as well as fund education, advocacy and research.

“For the epilepsy community, every day is ‘epilepsy awareness’ day,” said Philip M. Gattone, president and CEO, Epilepsy Foundation. “But, November is a key time of the year for our community to come together to promote awareness and rally others to take action. This year, we want to make sure everyone knows that the brain is the source of epilepsy, and also the source of the solutions to End Epilepsy. Our fundraiser with Omaze will help create awareness among the general public while challenging everyone to use their brains — talents and passion — to highlight the brain and epilepsy.”

Epilepsy can affect anyone with a brain. Anyone with a brain can affect epilepsy. Over a lifetime, 1 in 10 people will have a seizure, and 1 in 26 will be diagnosed with epilepsy. Public misunderstanding about epilepsy causes social challenges like bullying, discrimination, and depression. People don’t want to talk about it, but it can no longer be ignored. National Epilepsy Awareness Month provides an opportunity for the epilepsy community to create change for people with epilepsy while educating the general public about epilepsy and seizures, as well as seizure first aid.

In addition to the Omaze campaign, the Foundation aims to create awareness by highlighting examples of people who are using their brains to End Epilepsy, including:

- SABER – renowned American fine artist with epilepsy. He recently created a massive brain art installation in Los Angeles that will be auctioned off to benefit the Foundation. Click [here](#) to view a clip from his live performance.
- Lyndsey – a teenager from Kentucky who, at the age of 16, helped pass her first law ([Lyndsey Crunk Act](#)) to ensure all public schools in her state are “seizure smart”. For more about Lindsey click [here](#).

- Kurt – award-winning journalist and *New York Times* bestselling author who recently published a memoir about living with epilepsy. For more about his book, “A Mind Unraveled,” please click [here](#).

During National Epilepsy Awareness Month, join the movement to End Epilepsy by:

- Purchasing an Omaze t-shirt at omaze.com/endepilepsy to support the Epilepsy Foundation.
- Participating in the “26 Challenge” to educate 26 people about seizure first aid and share your experiences on social media using #EndEpilepsy.
- Using your creativity and the “PurpleRouge Challenge” to draw attention on social media to the colors of End Epilepsy. More information at EndEpilepsy.org.

About “Let’s Use Our Brains to End Epilepsy” Campaign

There are 3.4 million people in the U.S. living with epilepsy, and that’s more than autism spectrum disorders, Parkinson’s disease, multiple sclerosis and cerebral palsy, combined. Yet, epilepsy receives one-tenth the research funding than any one of those neurological disorders. To create awareness and inspire action together to End Epilepsy, the Epilepsy Foundation launched Let’s Use Our Brains to End Epilepsy, a nationwide campaign that places a focus on the brain as the source of seizures and as the source of the solutions to End Epilepsy. For more information about the campaign, visit EndEpilepsy.org.

About Epilepsy

According to the [World Health Organization](https://www.who.int), epilepsy is the most common serious brain disorder worldwide with no age, racial, social class, national or geographic boundaries. The [U.S. Centers for Disease Control & Prevention](https://www.cdc.gov) (CDC) estimates that 3.4 million people in the United States are affected by epilepsy. It is the underlying tendency of the brain to produce seizures, which are sudden abnormal bursts of electrical energy that disrupt brain functions.

About the Epilepsy Foundation

With a network of nearly 50 partners throughout the United States, the Foundation connects people to treatment, support and resources; leads advocacy efforts; funds innovative research and the training of specialists; and educates the public about epilepsy and seizure first aid. For more than five decades, the Epilepsy Foundation has shone a light on epilepsy to promote awareness and understanding, and to advocate for laws that matter to people with epilepsy, while also funding \$65 million for epilepsy research and supporting 3,076 epilepsy investigators and specialists in their early careers. The Epilepsy Foundation improves access to care for people with epilepsy by expanding its digital reach and online resources in homes across the country, and training hundreds of thousands of school and community personnel in how to recognize seizures and administer seizure first aid. In the past five years, the Foundation has also assisted more than 108,000 people through its 24/7 Helpline, and continues to focus on innovation, new therapies, community services, advocacy and education as key priorities. To learn more, visit epilepsy.com or call 1.800.332.1000. Follow us on [Facebook](https://www.facebook.com/epilepsyfoundation) and [Twitter](https://twitter.com/epilepsyfoundation).

#