



&

Margaret Maye of Epilepsy Cure Initiative  
invite you to

The PURPLE LUNCH For Epilepsy

Wednesday March 23, 2011

12:00 noon – 3:00pm

Palais Royale Ballroom

1601 Lake Shore Blvd W, Toronto

March is Epilepsy Awareness Month.

*Join us for a beautiful buffet luncheon  
with proceeds going toward  
Epilepsy Cure Initiative*

\$15.00 per person

SPECIAL MUSICAL PERFORMANCES BY  
MARGARET MAYE - MEZZO-SOPRANO & OTHERS  
JEWELRY & MORE ITEMS FOR SALE

**The PURPLE LUNCH** - March 23, 2011

On March 26, people from around the globe are asked to wear purple and spread the word about epilepsy. The CN Tower in Toronto, Niagara Falls will illuminate their buildings in purple to showcase their support.

**Why purple?**

Lavender is the international colour and flower for epilepsy.

Lavender is a **solitude flower**, and to those living with epilepsy it symbolizes **isolation** and **seclusion**. They often are lonely and withdrawn from society for **fear of stigma** and **discrimination**.

**Did you know 1 in 100 students have epilepsy?**

Each day, an average of 42 Canadians learns that they have epilepsy and about 60% of new patients are young children and senior citizens.

**Epilepsy affects about 60 million people worldwide.**

That's more than multiple sclerosis, cerebral palsy, muscular dystrophy and Parkinson's disease combined.



**To show your support wear purple.**

**Epilepsy Does Not Discriminate.**

**Epilepsy Matters.**

**EPILEPSY CURE INITIATIVE (ECI) -**

is a not for profit incorporated organization founded by parents of a child with uncontrolled seizures, inspired by life experiences and fuelled by a burning desire to make a positive difference for people with epilepsy here and now. ECI is dedicated to creating awareness and understanding of epilepsy, bringing an end to misconceptions and fear of the disorder, as well as to discrimination against people with epilepsy. ECI is also dedicated to promoting dietary therapies, funding epilepsy research, and educating the public about the urgent need for increased efforts in epilepsy research. ECI is advocating for a more effective and improved epilepsy care system.

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