

Epilepsy Awareness: Charity Designs Bold Purple “e” Ribbon to Stand Out From the Crowd

3.5 million people in the U.S. have epilepsy but it doesn't receive much attention. One epilepsy charity is intent on bringing epilepsy out of the darkness.

ORLANDO, FLORIDA, UNITED STATES, August 6, 2015 /EINPresswire.com/ -- 1 in 4 people will have a seizure during their lifetime, and 1 in 26 people will develop epilepsy. Today, 3.5 million people in the United States have epilepsy, making it the 4th most common neurological condition. Yet, despite its high incidence in the U.S., epilepsy receives a small percentage of research funding, and little attention, compared to other medical disorders.

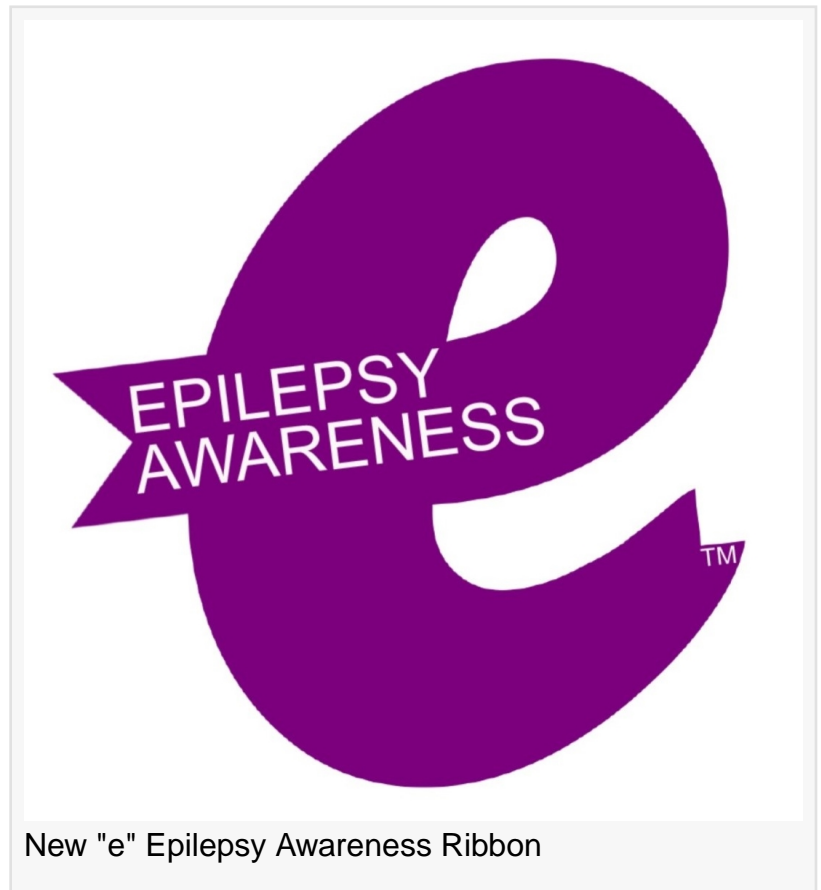
One charity, the [Epilepsy Association](#) of Central Florida, is intent on bringing epilepsy out of the darkness by building widespread public awareness through its innovative new marketing efforts.

With purple being the internationally

recognized color for epilepsy awareness, there are a proliferation of charitable causes that have adopted it and the generic awareness ribbon. In order to differentiate epilepsy from other causes, Epilepsy Association of Central Florida has designed a proprietary new epilepsy-specific purple ribbon in the shape of a bold and contemporary “e” to help build epilepsy awareness.

“Even with epilepsy being so common, it isn’t talked about as much as it should be due to the many myths and stigmas that continue to surround the disorder,” said Executive Director of Epilepsy Association of Central Florida. “We want to change that by providing more information about what epilepsy is and is not, which in turn, will help increase awareness about the condition.”

The new purple “e” ribbon was formally introduced to the public as part of the nonprofit organization’s recent launch of the [Epilepsy Store](#), the first online retail marketplace where people can “Shop Purple for a Purpose™.” The “e” store, as many refer to it, features affordable, custom-designed items with the purple “e” ribbon, including fashionable jewelry, tumblers, a necktie, hats, a license plate frame, car magnets, and even a limited edition set of purple and white “e” Christmas ornaments. 100% of the proceeds from the sale of these items benefit the programs of Epilepsy Association of Central Florida, so customers can purchase with confidence knowing they are helping others in need.



“EpilepsyStore.com serves two important missions which include building epilepsy awareness and helping raise funds to put an end to seizures,” said Mr. Carmen. “Our goal is to differentiate epilepsy as a cause that is worthy of widespread public support, and to give it a recognizable brand identity that will gain the attention of millions with epilepsy, and even millions more who love and care for them, to share the new 'e' ribbon and help educate others about the condition. It is, indeed, time to bring epilepsy out of the darkness, and give it the long overdue attention it deserves.”

About The Epilepsy Association of Central Florida

The Epilepsy Association of Central Florida, Inc. is a 52 year-old, IRS-approved 501(c)3 non-profit that provides case management, medical services, support services, and epilepsy education. Its mission is to improve the quality of life for persons affected by epilepsy and seizure disorders. For further information, call 1-866-864-1416 or email contact@epilepsyassociation.com.

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