

York Region – The Regional Municipality of York
17250 Yonge Street
Newmarket, ON
L3Y 6Z1

Tuesday, February 23rd, 2020

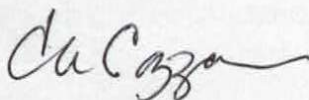
Dear York Region Chairman and CEO Wayne Emmerson,

Epilepsy York Region (EYR) is a non-profit organization which supports individuals and their families living with epilepsy. For the last 33 years we have been advocating, supporting, educating, promoting public awareness and developing programs for those with epilepsy based on their needs. Currently, in York Region alone, there is estimated to be 11, 000 individuals with epilepsy. This breaks down to 1 in every 100 people in our catchment area and makes it likely for someone to personally know at least one individual with epilepsy.

Although our resources and tools have worked to support so many across York Region living with epilepsy, the stigma that so many live with often outweighs the seizure itself. This stigma has certainly grown this past year given the increased levels of isolation and social distancing during the COVID-19 pandemic. Many, especially children, are left feeling embarrassed, alone and isolated from their friends, peers and families. To combat this stigma, the month of March, and specifically Purple Day, which is celebrated on March 26th annually, has been marked internationally to raise awareness, dispel the myths associated to this disease, and to increase education. Purple Day invites those across the world to wear purple on March 26th in support of those with epilepsy and help those individuals understand they are not alone in their unknown ending battle with epilepsy. It is an opportunity for those living with epilepsy to reach out and let the community know that seizures do not define who they are; they can still be a loving parent and spouse, a fun child, a productive employee, a learning student, a thriving talented individual and most of all, a friend.

We at Epilepsy York Region are reaching out to you, in hopes that the Municipality of York will proclaim March as epilepsy awareness month and March 26th as Purple Day. In addition, if there is a possibility of lighting a local landmark purple on March 26th showing your support, we would love to be part of this initiative!

Yours truly,



Claudia Cozza
Executive Director
Epilepsy York Region