



MEDIA RELEASE

FOR IMMEDIATE RELEASE

MR# 2021016

DATE: 24 March 2021

RE: Purple Day proclaimed in the Town of Amherst

AMHERST, Nova Scotia – Friday, March 26, 2021, has been proclaimed Purple Day in the Town of Amherst.

“I would urge Amherst residents to wear purple on March 26 and take the opportunity on Purple Day to increase their knowledge about epilepsy, a neurological disorder that affects more than 300,000 Canadians,” Mayor David Kogon said, as he signed the proclamation on behalf of Amherst town council on March 24, 2021.



According to the Epilepsy Canada website, epilepsy is a symptom of a neurological disorder that affects the brain and shows itself in the form of seizures.

MAYOR DAVID KOGON SIGNS A PROCLAMATION DECLARING MARCH 26, 2021, AS PURPLE DAY IN THE TOWN OF AMHERST. (TOM McCOAG / TOWN OF AMHERST)

Purple Day was founded in 2008 by a then nine-year-old Nova Scotian. Cassidy Megan was motivated by her own struggles with epilepsy. She wanted to get people talking about epilepsy in order to help dispel the myths about the disorder. She also wanted to let those having epileptic seizures know that they were not alone.





Since then, Purple Day has grown into an international movement, with dozens of countries on every continent – including Antarctica – participating in Purple Day.

In further support of Purple Day, members of Amherst town council and town staff wore purple ribbons during their March 22 council session.

-30-

Direct enquiries to:
Tom McCoag,
Corporate Communications Officer
902-694-6265
tmccoag@amherst.ca

