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## **Show Up. Team Up. Purple Up 4 Epilepsy this March**

International Purple Day, celebrated globally on **26 March**, is dedicated to increasing awareness and dispelling myths about epilepsy by inviting people to wear purple, host a purple-themed activity, or a purple-themed event. Purple Day is about using purple – however you choose – to shine a light on epilepsy. This year, **Epilepsy Action Australia** is calling on all Australians to *Show Up, Team Up and Purple Up 4 Epilepsy* throughout the month of March.

Across Australia, an estimated **266,000 people** are living with epilepsy. They are our families, friends, colleagues, students, carers and community members — people whose experiences are too often unseen or misunderstood.

### **2026 is the year to make a difference.**

A year to amplify voices, dismantle stigma, educate communities, and build understanding.

A year to turn awareness into action.

“The people behind the numbers are what drives our purpose and inspires us to make this year our most impactful yet,” said Carol Ireland, CEO & Managing Director, Epilepsy Action Australia. “Every action sparks conversations, creates awareness and raises vital funds to support epilepsy services.”

Supporting this year’s campaign are incredible ambassadors:

- Lachlan Gillespie, The Purple Wiggle
- Dr Kaitlyn Parratt, Neurologist and Epileptologist
- Nikyah Hutchings, First Nations and Epilepsy advocate

These ambassadors are lending their voices, stories and leadership to help raise national awareness and inspire communities to get involved.

You can take part in Purple Up on International Purple Day (March 26) or any day in March by wearing purple, decorating your space, or hosting a purple-themed event. Epilepsy Action Australia has a suite of free resources to inspire, spread awareness and support fundraising efforts.

Sign up to Purple Up today [Purple Up 4 Epilepsy Action | Home](#)



Pictured l-R: Lachlan Gillespie, Dr Kaitlyn Parratt and Nikyah Hutchings



Picture: Purple Up gallery images

Other digital assets available.

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### **About Epilepsy Action Australia**

Epilepsy Action Australia is the country's leading provider of education, support and information for people living with epilepsy and their families.

### **More information**

Website: [www.epilepsy.org.au](http://www.epilepsy.org.au)

Purple Up 4 Epilepsy: <https://purpleup4epilepsyaction.gofundraise.com.au/>