



MEDIA ADVISORY

Epilepsy Advocates to Converge in the Nation's Capital for Week-long Schedule of Events

--Thousands expected to participate in National Walk for Epilepsy--

WHO: The Obama administration is pledging \$100 million toward a new BRAIN—Brain Research through Advancing Innovative Neurotechnologies—Initiative to help researchers find new ways to treat, cure and even prevent brain disorders, such as epilepsy. The Epilepsy Foundation and the National Institutes of Health (NIH) are bringing together the nation's top thought leaders in the study of epilepsy and traumatic brain disorders to lead the charge in the development of new prevention and treatment options for neurological diseases and disorders. While advances in medical treatment have allowed some individuals with epilepsy to control their condition, there is no known treatment or therapy to control seizures in one-third of the population diagnosed with epilepsy. For this reason, the Epilepsy Foundation is spearheading several monumental events over the course of seven days to overcome the challenges created by epilepsy through efforts including education, advocacy and research.

WHAT:

Epilepsy Foundation's National Walk for Epilepsy VIP Reception

- **When:** Friday, April 19, 2013 from 6:00 p.m. - 8:00 p.m.
- **Where:** The Mead Center for American Theater, 1101 6th St., SW Washington, DC
- **Interview and Photo Opportunities:**
 - Greg Grunberg, from ABC Family *Baby Daddy* and Lifetime's *The Client List*
 - Grunberg is best known for his starring role as telepathic police officer Matt Parkman in NBC's *Heroes*.
 - Greg's son has epilepsy, which inspires him to serve as an ambassador as well as increase awareness of the disorder.
 - Founder of the Talk About It Foundation (www.TalkAboutIt.org)
 - Phil Gattone, CEO and President, Epilepsy Foundation
 - Phil's son, who is now 26, was diagnosed with epilepsy at age four.
 - Jacqueline French, M.D., President of the American Epilepsy Society and recipient of the 2013 Hero of Epilepsy Award
 - Warren Lammert, Founder of the Epilepsy Therapy Project
 - Warren's daughter experienced her first seizure at nine-months-old.

Seventh Annual National Walk for Epilepsy (www.WalkforEpilepsy.org)

- **When:** Saturday, April 20, 2013 from 8:30 a.m. - 12:00p.m.
- **Where:** Starting line is 15th Street near Constitution Ave. on the Monument grounds
- **Interview and Photo Opportunities:**
 - Greg Grunberg, from ABC Family, *Baby Daddy* and Lifetime's, *The Client List*.
 - Phil Gattone, CEO and president, Epilepsy Foundation
 - Warren Lammert, Founder of the Epilepsy Therapy Project
 - Tony Coelho, former U.S. Congressman from California, primary author of the Americans with Disabilities Act, immediate past chair of the Epilepsy Foundation's board of directors and person with epilepsy
 - Tony Coelho has had epilepsy since he was 15-years-old. He was encouraged by some very special friends to push beyond any despair he might have felt because of his epilepsy, and to strive to build a life dedicated to achievement and a passion to help others.

Additional Walk details:

- Pre-Walk rally begins at 8:30 a.m. EST
- Walk begins at 9:00 a.m. EST
- Post-Walk celebration begins at 10:30 a.m. EST
- Ask the Experts Q&A begins at 11:00 a.m. EST
- Rally, Walk and onsite activities will be held on the Washington Monument grounds (15th street near Constitution Ave).

Kid's Speak Up!/Public Policy Institute

- ***When:*** Sunday, April 21, 2013 to Tuesday, April 23, 2013
- ***What:*** More than 40 teens, from ages 13 to 17, and their parents, join advocates from across the nation on Capitol Hill. They seek support from their Senators and Representatives on important issues for the epilepsy community and will share their stories about epilepsy and the impact of seizures on their lives.
- ***Where:*** Capitol Hill and congressional offices for Hill day; Marriott Metro Center for programming
- ***Interview and Photo Opportunities***
 - *Kids Speak Up!* participants are available for interview to discuss the program and their battles with epilepsy.

For more information or to schedule an interview, please contact:

Karen Bergman, BCC Partners, (O) (650) 323-1717 or (M) (650) 575-1509; kbergman@bccpartners.com

Susan Pietropaolo, BCC Partners, (O) (845) 638-6290 or (M) (201) 923-2049; spietropaolo@bccpartners.com

Jonese Holloway, Epilepsy Foundation, (O) (301) 918-3772 or (M) 301-437-1682; jholloway@efa.org

###

Epilepsy Foundation

The mission of the Epilepsy Foundation is to stop seizures and SUDEP, find a cure and overcome the challenges created by epilepsy through efforts including education, advocacy and research to accelerate ideas into therapies.

National Walk for Epilepsy

The National Walk for Epilepsy® is a family-oriented, noncompetitive walk in our nation's capital to raise awareness and funds to continue the fight to stop seizures, find a cure and overcome the challenges created by epilepsy. Over the past six years, the Walk has engaged more than 35,000 people including Hollywood celebrities, major athletes and music legends, among many others. For further information, please visit www.WalkforEpilepsy.org.

About Kids Speak Up!

The *Kids Speak Up!* program provides an opportunity for young ambassadors with epilepsy between the ages of 13-17 to come to Washington, D.C., with their families from across the country to petition congressional leaders for aid in assuring better access to care, improved public education and more research toward a cure for epilepsy.