

COMMITTEE OF THE WHOLE MEETING – FEBRUARY 1, 2011

**EPILEPSY YORK REGION PROCLAMATION REQUEST
“PURPLE DAY” – MARCH 26, 2011**

Recommendation

The City Clerk recommends:

- 1) That March 26, 2011 be proclaimed as "Purple Day; and
- 2) That the proclamation be posted on the City's website and published on the City Page Online.

Contribution to Sustainability

N/A

Economic Impact

N/A

Communications Plan

The Corporate Communications Department posts proclamations issued by the City on the City's website under "Events – Proclamations" and on the City Page Online.

Purpose

To respond to the request received from the Education Coordinator, Epilepsy York Region

Background - Analysis and Options

The correspondence received from the Education Coordinator, York Region is attached. (Attachment 1)

The proclamation request meets the City's Proclamation Policy, as follows:

"That upon request, the City of Vaughan issue Proclamations for events, campaigns or other similar matters:

- (i) Which are promoted by any organization that is a registered charity pursuant to Section 248 of the Income Tax Act"

Epilepsy York Region, a registered charity, dedicated to promoting epilepsy awareness, is seeking assistance in raising awareness of this disease. Epilepsy is one of the most common neurological conditions which is estimated to affect over 50 million people worldwide and over 300,000 people in our country. Proclaiming "Purple Day" is a global effort celebrated annually to increase understanding, reduce the stigma and improve the quality of life for people with epilepsy. Council has previously granted this proclamation.

Relationship to Vaughan Vision 2020/Strategic Plan

This report supports the strategic priorities established by Vaughan Vision 2020, in particular "Enhance and Ensure Community Safety, Health and Wellness".

Regional Implications

The proclamation will raise awareness of this neurological condition within the region.

Conclusion

Staff is recommending that March 26, 2011 be proclaimed as "Purple Day" and that the proclamation be posted on the City's website and published on the City Page Online.

Attachment

Attachment 1 – Correspondence from the Education Coordinator, Epilepsy York Region, dated January 4, 2011

Report prepared by:

Connie Bonsignore, Administrative Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk

From: March Awareness [mailto:marchawareness@epilepsyork.org]
Sent: Tuesday, January 04, 2011 1:15 PM
To: Abrams, Jeffrey
Subject: Declaring March 26th - Epilepsy Awareness

Jeffrey,

March is Epilepsy awareness month, and this March Epilepsy York Region is starting the March awareness campaign. March 26th is Purple Day, which is a global effort, dedicated to promoting epilepsy awareness in countries around the world. Epilepsy York Region is looking for assistance in raising epilepsy awareness during the month of March. I have attached a sample proclamation to this e-mail and it would be greatly appreciated if you could put it on the agenda. For any further information on the day, below I have provided a link to the Purple Day website. If you have any questions feel free to contact me.

<http://www.purpleday.org/>

Thank you for your support!

Brittany Gropp
March Awareness Education Coordinator
Epilepsy York Region
11181 Yonge St. Suite 206
Richmond Hill, ON. L4S 1L2
905-508-5404 or 1-866 EPILEPSY

1/7/2011

Purple Day Proclamation Template

Whereas Purple Day is a global effort dedicated to promoting epilepsy awareness in countries around the world, and

Whereas epilepsy is one of the most common neurological conditions, estimated to affect over 50 million people worldwide and over 300 000 thousand people in Canada, and

Whereas one in ten persons will have at least one seizure during his or her lifetime, and

Whereas the public is often unable to recognize common seizure types, or how to respond with appropriate first aid, and

Whereas Purple Day will be celebrated on March 26 annually to increase understanding, reduce stigma and improve the quality of life for people with epilepsy throughout the country and globally.

Now, therefore, I do hereby proclaim March 26, 2010, "Purple Day", in an effort to raise awareness of epilepsy in Canada.

Signed _____