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Purple Day a bright idea

LAST year, more than 100,000 students worldwide wore purple on March 26. Hundreds of Queenslanders also joined the campaign for the first time, wearing purple to work and hosting Purple Day events and promotions. Purple Day was founded in 2008 by nine-year-old Canadian Cassidy Megan. Motivated by her own struggles with epilepsy, Megan created Purple Day to let other kids with the disorder know they are not alone in their battle and to help educate the public about epilepsy. She named the day after the internationally recognised colour for epilepsy, lavender. Her grassroots effort has now gone global.