

An Associated member of The International Bureau of Epilepsy (IBE)

Honorary Patron

The Hon. Mrs. Anson Chan, GBM, GCMG, CBE, JP

IRD Charitable Status No: 91/6578

新聞稿  
(即時發佈)



## 紫色光耀香港摩天輪 「紫在乎您」關注腦癇症推廣活動

二零一七年三月二十六日，位於中環海濱的香港摩天輪 (<http://www.hkpw.hk/en>) 將於晚上注入紫色力量為香港啟迪會宣揚關注腦癇症。

每年三月二十六日是「關注腦癇紫色日」，這是一個由民間發起的運動，為了致力提高全球對腦癇症的認知而設立的。世界各地都會以薰衣草(紫色)代表腦癇症，並鼓勵他人在三月二十六日當天穿上紫色衣服，以表達對腦癇症患者的支持。

香港啟迪會藉著每年3月份的「腦癇症關注月」，特此舉辦為期一個月之「紫在乎您」關注腦癇症推廣活動，讓公眾藉著參與，燃起對腦癇症患者的關懷之火。

香港摩天輪已經是第二年支持紫色日，並於三月二十六日晚上把摩天輪的顏色改為紫色、工作人員會佩戴上紫色絲帶等行動以示支持「紫在乎您」。

香港啟迪會總幹事鄧麗明女士表示：「對香港摩天輪的連續支持給予最深致謝，他們的善心能夠讓直接或間接受腦癇症影響人士受惠，讓更多人認識腦癇症，建立共融社會。」

香港啟迪會深信每一個都可以出一分力，一同參與及支持是此「紫在乎您」關注腦癇症推廣活動，泯除社區對於腦癇症患者的歧見：

- 穿著紫色衣物並鼓勵他人一起穿著，換上紫色鞋帶、戴上紫色頭飾或紫色絲帶等。
- 邀請您的朋友、家人或同事在家中、學校或工作間舉辦有關紫色的籌款活動並捐贈給本會。
- [按此](#)並於網上捐助我們。
- [按此](#)並下載《「腦癇發作」5步急救法》海報張貼於工作間、學校及家中。
- [按此](#)細閱並加深認識有關腦癇資訊，同時亦可與友人分享。
- 上載有關紫色自拍照(selfie)於面書(Facebook)及《Instagram》— 用「#PTTP2017」這標籤與我們分享你穿上紫色服飾的照片，你更可鼓勵家人及友人一同參與。
- [按此](#)立即登記成為香港啟迪會義工，參與本會紫色活動

詳情請瀏 <http://www.enlightenhk.org/>

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關於香港啟迪會：

**香港啟迪會**於2002年成立，是香港唯一一個關注腦癇症的、非醫療的慈善機構。啟迪會開展一系列免費的、雙語的關注於腦癇症的計劃如社區推廣、患者支援及福利服務、學校及企業培訓等，旨在提高香港社會對腦癇症的關注，并提供社區支援服務給予直接或間接地受到腦癇症影響的人士，幫助改善他們的生活素質。

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Press Release  
(For Immediate Release)



## The Hong Kong Observation Wheel Goes Purple for Epilepsy Awareness

Hong Kong, March 26<sup>th</sup> 2017 - The Hong Kong Observation Wheel, new Central landmark helps Enlighten-Action for Epilepsy “**go purple**” on March 26<sup>th</sup> 2017 to build epilepsy awareness of this condition that affects almost 1 in every 110 people in this city.

March 26<sup>th</sup> is recognized worldwide as “Purple Day” ([www.purpleday.com](http://www.purpleday.com)) dedicated to raising epilepsy awareness. The colour purple is associated with epilepsy as the lavender flower symbolizes seclusion and isolation, feelings shared by many of those affected by the mental disorder. On this day, countries around the world including Antarctica host events and get creative to build more awareness to help eradicate the stigma that surrounds epilepsy.

In Hong Kong, the entire month of March is recognized as ‘Epilepsy Awareness Month’ and Enlighten - Action for Epilepsy garners support from the community to “**Paint the Town Purple**”!

It is the second year for the Hong Kong Observation Wheel (<http://www.hkow.hk/en>) to support “Paint the Town Purple” and Enlighten – Action for Epilepsy. The attraction located at Central Waterfront will “go purple” at the evening. Their staff will also wear purple ribbons to further support the campaign.

“It is with the kindness and consideration of supporters like The Hong Kong Observation Wheel that our charity is able to help anyone affected by epilepsy.” Says Doris Tang, Executive Director of Enlighten.

You can also help Enlighten to raise more awareness of epilepsy and eliminate the prejudice that forces most of those affected to remain silent by ‘going purple’:

- **Wear purple and encourage others to do the same:** from wearing awareness accessories, ribbons, to dressing in purple, having purple shoe laces, or going all out and dying your hair!
- **Host a Purple awareness / fundraising party / event / activity and have purple decorations:** at home, school, work or play and donate the proceeds to Enlighten – no matter how small or large, every dollar is greatly appreciated. Invite your friends, family, co-workers and the community.
- **Make a tax deductible donation to Enlighten** [click here](#) to securely make your online donation.
- **Print and post the poster of First Aid for “Epileptic Seizure” in 5 Steps:** to help educate others in your office, school, home, [click here to download the first aid poster](#)
- **Share facts about epilepsy:** to help educate others each day on [click here](#)
- **Take a purple selfie and post on Facebook and Instagram:** purple clothes, lipstick, hat etc. remember to have fun and hashtag (#PTTP2017) your photos, so we can share your photos! Tell your friends and family and encourage them to participate too.
- **To register as Enlighten – Action for Epilepsy volunteer team, and join the awareness activities:** [click here](#) to download the volunteer form

For further information, please visit our website, [www.enlightenhk.org](http://www.enlightenhk.org)

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### **About Enlighten – Action for Epilepsy**

Enlighten – Action for Epilepsy is the only epilepsy-focused, non-medical Hong Kong registered charity that aims to benefit anyone affected by epilepsy. Our mission is to provide support and care to those affected by epilepsy in Hong Kong and to remove prejudice through community education.

Our organizational vision is to build a community that is accepting and understanding of those with epilepsy that enables them to lead vibrant and active lives in Hong Kong.

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