



Undergoes Rebranding

Enlighten-Action for Epilepsy, Hong Kong, has changed its charity colour and logo as part of a rebrand.

Claudia Schlesinger, CEO of Enlighten Hong Kong said, "Our new logo gives us a symbolic identity. The caring hand holding a burning candle aptly illustrates Enlighten's mission: To provide support and care to those affected by epilepsy. To remove prejudice through community education. The caring hand signifies our support for those with epilepsy, and the burning candle signifies our efforts towards lighting up the cause of epilepsy awareness and also for enlightening the lives of those affected by epilepsy."

The new logo also incorporates the name change in Chinese for epilepsy. The Chinese name for epilepsy was "Dean Gan" which translated into 'crazy' and was only recently changed to "No Gan" which translates into 'brain.'

"We hope this rebranding will help us reach more people affected by epilepsy. Our new website (www.enlightenhk.org) has incorporated the colour change and has been enhanced to be an online



knowledge resource, a knowledge portal for all ages to benefit from. It has a wealth of information about the challenges faced by people living with epilepsy and is targeted to different audiences.

"There are more than 64,000 people with epilepsy in Hong Kong, almost one percent of our population, but still the epilepsy knowledge and awareness is absolutely minimal.

"Enlighten runs various complimentary bi-lingual programmes including community support programmes to support those affected by epilepsy; education and training programmes to improve epilepsy knowledge and eliminate the unjustified stigma; community epilepsy awareness programmes to raise epilepsy awareness in the general Hong Kong community."