



Please Go And Enjoy Your Life . . . Danny Did!!!!

Danny Did Foundation Marks November Epilepsy Awareness Month *New Website and November Campaigns All Centered on SUDEP Awareness*

CHICAGO – Nov. 1, 2011 – With its mission to prevent deaths caused by seizures, the Danny Did Foundation is highlighting Epilepsy Awareness Month throughout November on multiple fronts, including the debut of a new website, a social media awareness raising campaign on Facebook, and an online fundraising initiative aimed at reaching 1,000 people nationwide.

“The statistics associated with epilepsy are startling: 50 million people suffer from seizures worldwide, and 45,000 children are diagnosed with epilepsy in the U.S. annually,” said Mike Stanton, the Danny Did Foundation’s Co-founder and President. “But most troubling and personal to my wife Mariann and me is that 50,000 people die from seizure-related deaths in the U.S. every year. The loss of our son Danny drives our foundation to elevate the awareness, funding, and discussion level surrounding this disorder. Epilepsy Awareness Month is a prime opportunity to do that.”

Focused on patient advocacy and targeted at individuals and families who are seeking support and resources, the foundation’s newly redesigned website – www.DannyDid.org - centers on the DDF’s two primary goals: advancing awareness about the existence and risk of Sudden Unexplained Death in Epilepsy, or *SUDEP*, and informing individuals and families impacted by epilepsy about technology and device options that may serve to compliment medicinal, dietary, and surgical resources they use to combat seizures.

In addition to its new website, Danny Did Foundation is launching two campaigns to mark National Epilepsy Awareness Month. The first is a social media drive to reach 15,000 friends on the Danny Did Foundation Facebook page by November’s end. The foundation’s first presence was in the form of a Facebook page and that forum continues to grow. The second campaign is an online fund raising initiative with the goal for 1,000 people to make a \$25 donation, to raise \$25,000. The funds will help to purchase seizure alarm monitors for families that can’t afford them; to date the foundation has donated 60 monitors to families spanning 29 states, the District of Columbia, and Canada.

The Stanton’s son died at age four in December 2009 following a seizure in his sleep. The name of the foundation derives from the last line of Danny’s obituary, which reads, *Please Go And Enjoy Your Life. Danny Did.* “I am continuously amazed at the number of lives that Danny continues to impact,” said Mariann Stanton. “We have a long way to go to raise epilepsy and SUDEP to the level of societal awareness and medical treatment that it needs to be at, but our motivation couldn’t be greater.”

About Danny Did Foundation

Founded by Chicagoans Mike and Mariann Stanton in January 2010 after the death of



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their 4 year –old son Danny, the Danny Did Foundation works toward its mission to prevent deaths caused by seizures with two main goals in mind: (1) advancing awareness of Sudden Unexplained Death in Epilepsy (SUDEP) and enhancing the SUDEP communication model between medical professionals and those afflicted by seizures, and (2) the mainstreaming of seizure detection and prediction devices that may assist in preventing deaths caused by seizures.

We view these devices as complimentary to medicinal, surgical, and dietary measures that are used to treat seizures, which lead to the deaths of 50,000 people annually in the U.S. Epilepsy impacts 3 million people in the U.S. and 50 million people worldwide. From grammar school kids to nationally recognized epilepsy experts, the Danny Did Foundation believes that a global problem such as epilepsy and its effects deserves the attention of all of the globe’s inhabitants. The Danny Did Foundation is a not-for-profit corporation organized in the state of Illinois and recognized by the IRS as a 501(c)(3) tax-exempt organization. We are online at www.dannydid.org. *Please go and enjoy your life. Danny Did.*

Press inquiries: Contact Tom Stanton at tfstanton@dannydid.org or (773) 307-2336.