



Please Go And Enjoy Your Life. Danny Did. ®

Parents Join Danny Did Foundation As Ambassador Advocates Washington, D.C. couple to raise epilepsy awareness in memory of son Joshua

Chicago, IL, July 30, 2012 – The Danny Did Foundation (DDF) announced today that Sherri and Brad Newman have joined the organization as *Danny Did Ambassadors*, serving the Washington, D.C. metro area. The DDF is a growing non-profit organization with the focused goal to raise awareness of Sudden Unexpected Death in Epilepsy, or SUDEP. The Newmans lost their 12 year-old son Joshua to SUDEP in November 2010. It is estimated that up to 50,000 people suffer seizure-related deaths annually in the United States. As their first endeavor with the foundation, the family will host a 5K fundraiser run/walk this Fall.

“We are honored that Sherri and Brad have chosen to advocate for SUDEP awareness in connection with our foundation,” said Tom Stanton, DDF executive director. “Losing a child or loved one to a seizure is a devastating experience, one that has motivated our families to become part of a solution. We share a sense of purpose with the Newmans and work with urgency to advance the understanding and mainstream awareness of SUDEP and epilepsy so that other families are fully empowered.”

On November 24th, the Newman family will host the “First Annual Joshua A. Newman Memorial 5K Run/Walk” in Washington, D.C., to advance epilepsy awareness and to help fund seizure detection devices for families unable to afford them. With the encouragement of their daughters, Sherri and Brad have organized “Team Joshua’s Smile” in previous walks for epilepsy, raising nearly \$20,000.

Danny Did Ambassadors are extraordinary volunteers who share their personal story to further the DDF’s mission to prevent deaths caused by seizures. With the support and backing of the DDF, ambassadors work proactively as representatives of the foundation to help its cause integrate into networks and communities across the U.S. The DDF now has Ambassadors in eight states.

The Danny Did Foundation was established in 2010 by Chicagoans Mike and Mariann Stanton after their son Danny died from SUDEP just before his fifth birthday. To date, the foundation has raised nearly \$800,000 to fund efforts to prevent deaths caused by seizures, assisting families across 37 states.

Nearly three million people in the U.S. are affected by epilepsy and SUDEP is estimated to account for up to 20 percent of seizure-related deaths. The Institute of Medicine recently reported that 1 in 26 Americans will experience epilepsy in their lifetime.



Please Go And Enjoy Your Life. Danny Did. ®

About Danny Did Foundation

Founded by Chicagoans Mike and Mariann Stanton in January 2010 after the death of their four-year-old son Danny, the Danny Did Foundation works toward its mission to prevent deaths caused by seizures with these main goals in mind: advancing awareness of Sudden Unexpected Death in Epilepsy (SUDEP) and enhancing the SUDEP communication model between medical professionals and those afflicted by seizures, and 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. Epilepsy impacts nearly three million people in the U.S. and 50 million people worldwide, and it is estimated that up to 50,000 deaths occur annually in the U.S. from status epilepticus (prolonged seizures), SUDEP, and other seizure-related causes such as drowning and other accidents. From grammar school kids to nationally recognized epilepsy experts, Danny Did Foundation believes that a global problem such as epilepsy deserves the attention of all of the globe's inhabitants. Danny Did Foundation is proud to be the 2013 Charity Partner of the Northwestern University Dance Marathon (www.nudm.org). It is a non-profit corporation organized in Illinois and recognized by the IRS as a 501(c)(3) tax-exempt organization. Find more information at www.dannydid.org, www.facebook.com/DannyDid and www.twitter.com/dannydidorg.
Please go and enjoy your life. Danny Did. ®