



Please Go And Enjoy Your Life. Danny Did. ®

Danny Did Foundation Marks November Epilepsy Awareness Month *SUDEP, social media, #GivingTuesday campaigns at center of awareness*

CHICAGO – Nov. 1, 2012 – The Danny Did Foundation is highlighting Epilepsy Awareness Month throughout November, including social media campaigns on Facebook and Twitter, an online fundraising drive aimed at reaching thousands of people nationwide, and participation in a new national day of giving. According to a 2012 Institute of Medicine report, approximately 1 in 26 people will develop epilepsy at some point in their lives. The Danny Did Foundation (DDF) honors the life of Danny Stanton, who died following a seizure in 2009 shortly before his 5th birthday, an occurrence of Sudden Unexpected Death in Epilepsy, or SUDEP.

“Epilepsy Awareness Month in November is a critical 30 days to spotlight a neurological disorder that impacts 65 million people around the world,” said Mike Stanton, Danny Stanton’s father and the Danny Did Foundation’s Co-Founder. “Awareness Month is an opportunity to expand an international campaign aimed at exposing and then eradicating epilepsy. Epilepsy impacts nearly 3 million people in the U.S. and 150,000 new cases are diagnosed annually, but there is still a great deal that is misunderstood about it. The lack of mainstream understanding is a barrier to acceptance and funding and solutions. Danny’s life motivates us to find ways toward progress.”

As an official corporate partner of the DDF’s November Awareness Month Campaign, Lundbeck, a pharmaceutical company with US headquarters in Deerfield, IL, has committed to match the first \$5,000 in donations made.

"We are proud to support the Danny Did Foundation's mission to advance awareness of epilepsy and provide education that may help to prevent SUDEP," said Daniel Brennan, vice president of neurology at Lundbeck. "As a company committed to helping people with intractable epilepsies, we support and attend SUDEP-related educational conferences throughout the year -- including the recent Partners Against Mortality in Epilepsy conference this summer. Lundbeck has also supported the development of a North America SUDEP Registry study with a 2-year support grant to New York University Langone School of Medicine. Through these interactions, we've come to know that Danny Did's tireless efforts have brought SUDEP education to the forefront, especially among the patient community, and consider it a privilege to join in their mission to get the word out to as many people as possible."

The DDF marks National Epilepsy Awareness Month with several campaigns. One is a drive to reach 15,000 friends on the DDF Facebook page (facebook.com/dannydid) by November’s end, and to share a different epilepsy fact each day on Twitter (twitter.com/dannydidorg). The foundation’s initial public presence came on Jan. 4, 2009 in the form of a Facebook page with a single photo of Danny. The second effort is an online fundraising initiative with the goal for 1,000 people to make a \$25 donation at www.events.org/November, where a video from the Stanton family highlights the needs. The funds will help to purchase seizure alarm monitors for families that can’t afford them. To date the foundation has provided nearly 145 monitors to families spanning 38 states, the District of Columbia, and Canada, and many more families are in need.



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As another element of its November campaign, the DDF is a partner of #GivingTuesday™, a new effort to create a national day of giving at the start of the annual holiday season on Tuesday November 27. Billed as the giving season's "opening day", #GivingTuesday is the brainchild of New York's 92nd Street Y and encourages charitable activities that support nonprofit organizations.

The DDF focuses on practical, near term aid and provides counseling, support and education for families nationwide regarding seizure safety and the available resources for treatment. The foundation exposes the risks involved with epilepsy, including SUDEP, and the fact that seizures can sometimes be fatal as a result of SUDEP, status epilepticus (prolonged seizures), and other seizure-related causes such as drowning and other accidents. The foundation awards grants to advance clinical trials at leading epilepsy centers, and distributes Seizure Safety brochures to families, hospitals, and epilepsy organizations, serving as a starting point for families new to epilepsy and a valuable resource for medical professionals in presenting seizure risks to patients.

Epilepsy is defined as the occurrence of two or more unprovoked seizures. The name of the Danny Did Foundation comes from the last line of Danny's obituary, which read, "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 United States and 65 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. Find more information at www.dannydid.org, www.facebook.com/DannyDid and www.twitter.com/dannydidorg.