



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

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**Danny Did Foundation Launches *Bake For Danny* Initiative  
Nationwide bake sales to benefit epilepsy advocacy group, teach kids about  
seizures, charity and business**

**CHICAGO – March 6, 2012** – Danny Did Foundation is proud to usher in Spring with the launch of a new fundraising program, *Bake For Danny*, a grass roots initiative that blends epilepsy advocacy, business lessons and community spirit. *Bake For Danny* encourages Danny Did Foundation supporters nationwide to host a bake sale in their community – whether in front of their home, at a local school sporting event, or with their youth group – with proceeds from each sale to benefit the Danny Did mission to prevent deaths caused by seizures. The foundation was established after four-year-old Danny Stanton died following a seizure in his sleep in December 2009.

“Danny loved a good cookie, like kids everywhere, and he loved spending time with his family and friends. We figured, why not put the two together to benefit Danny’s foundation?” said Tom Stanton, DDF executive director and Danny’s uncle. “*Bake For Danny* is a great way for adults to introduce children to the concept of charity, teach them basic lessons in business, and most of all, work together for a great cause. We’re excited to launch this year round, family-friendly program as a means to further epilepsy awareness and to mobilize our incredible network of supporters.”

“The creativity and enthusiasm we’ve seen from families that took part in the pilot launch of *Bake For Danny* has been incredible,” said Nick Feinberg, a DDF board member and the program’s director. “The most common feedback we receive from hosts is that taking action through *Bake For Danny* just makes people feel good. Whether a sale raises \$50 or \$1,000, it sets a great example for kids on how to help others, and at the same time the program enables them jump in and be empowered to do it themselves.”

Funds raised from the program will help to elevate epilepsy education, raise awareness of Sudden Unexplained Death in Epilepsy (SUDEP), and purchase monitors that sound an alarm when seizure-like movements occur for families that can’t afford them. To date Danny Did has donated nearly 100 monitors to families spanning 33 states, the District of Columbia, and Canada. Parents and grandparents, youth coaches, student groups, Boy Scout and Girl Scout Troops, police and fire departments and all interested in *Bake For Danny* are invited to contact Feinberg at [nfeinberg@dannydid.org](mailto:nfeinberg@dannydid.org).

*Bake For Danny* hosts are supplied with a kit to promote and operate their sale. Along with baked goods, hosts distribute information on epilepsy, seizure safety, and SUDEP, the cause of Danny Stanton’s death. Three million people suffer from seizures in the U.S. and 50 million people worldwide. 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.



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“Hosting a *Bake For Danny* sale was a bonding experience not only with my son but with my community,” said Mollie Campbell, a mother in Stevenson, Ala., whose five-year-old son has epilepsy. “The support we received was overwhelming - live and in person - and it helped us to realize that we’re not alone in our battle against seizures. Danny will live forever in the lives of families and children he has helped.”

### **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 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 affects 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](http://www.dannydid.org). *Please go and enjoy your life. Danny Did.*

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