

Epilepsy Awareness Campaign

WITH

NEVE CAMPBELL

AND

COLEEN CAMPBELL

MAJOR BROADCAST MEDIA

❖ Our media team secured live and taped interviews for the following media:

- The View
- Fox and Friends
- Donny Deutsch
- Entertainment Tonight

NATIONAL PRINT MEDIA

❖ Our media team brings the message to print:

- Associated Press (AP)
- Reader's Digest
- TV Guide
- Marilyn Beck/Liz Smith

Associated Press Pick-Up

GLOBE

MAY 30, 2005

Neve Campbell's very personal epilepsy fight

SCREAM star Neve Campbell is shouting out praises of a bill of rights for people suffering from epilepsy.

"There is a great misunderstanding about epilepsy," says Neve, 31. "It's not only by people who don't know what it is, but by people who have it and don't believe they can lead normal lives or have options."

The former Party of Five star's cousin Coleen Campbell-Olwell and Coleen's mother both suffer from the disorder. Neve and Coleen are campaigning to show firsthand that people with it can lead normal lives.

"Most people with epilepsy, you wouldn't know they have it," says Coleen, who was diagnosed at the age of 18.

Tough time

Neve says that although her cousin has managed her seizures for years, she had a tough time dealing with self-esteem issues at the beginning.

"After she was first diagnosed, I watched Coleen struggle to maintain her confidence and self-esteem," reveals the Canadian actress. —

George Smith, president of the Epilepsy Foundation of New York, tells GLOBE that this is a common reaction. "It's a very difficult disorder," he says. "People are embarrassed and ashamed."

Smith says it's particularly difficult for teenagers. "Just the fact that you can't drive like the other kids is enough to make you feel alienated," he explains. "Our campaign is to help people understand that they are not the disease. That's why we discourage the use of the word epileptic. They are people with epilepsy as they are people with blue eyes."

Coleen admits that when her mother was diagnosed in the '50s, she, too, was ashamed. "No one talked about it," she says. "Even when I was little I wouldn't tell

people about it. But I wanted to show that you could lead a normal life. I'm a makeup artist, I'm married and I travel all the time."

Epilepsy is a chronic, unpredictable neurological disorder that affects 2.5 million Americans.

It's characterized by seizures that can range from the mild, "absence" seizures to the full-blown "grand mal" episodes.

Sufferers usually die earlier than average because repeated convulsions can lead to a heart attack.

But 80 percent of cases are treatable, and public awareness can help.

"Coleen and I are promoting what's called a Bill of Rights for people who have epilepsy," Neve says. "It's a document that helps educate and empower people."

— LYNN ALLISON

THE BILL OF RIGHTS FOR PEOPLE LIVING WITH EPILEPSY

- 1> The right to be treated fairly and with respect.
- 2> The right to information about epilepsy and its treatment.
- 3> The right to be an active member of your medical team.
- 4> The right to have information tailored to individual needs.
- 5> The right to legal information and options.
- 6> The right to keep personal information private.
- 7> The right to have special education and services.
- 8> The right to know the laws in the workplace.
- 9> The right to find help and support.



'People are embarrassed and ashamed'

[EPILEPSY >> A neurological disorder that affects 2.5 million Americans]

GLOSSY MAGAZINE COVERAGE

self portrait



Neve Campbell believes in self-fulfillment

The former *Party of Five* star prefers life outside of Hollywood.

Interview by Shelley Levitt

I love ballet and always expected to become a dancer. I started dancing at 6 and joined the National Ballet School in Canada at 9. But the pressure was intense and, at 14, I had something of a nervous breakdown, so I dropped out. In the ballet world, I watched many friends damage themselves through anorexia and bulimia. We can get self-critical about our bodies, but I try hard to keep myself in check because I've seen how unhealthy that kind of obsession can become.

In 1996, my whole life changed when I got the lead role in the movie *Scream*. The shows *Party of Five* and *Friends* were still new, and Courteney Cox, David Arquette and I were all just starting out. We felt like we were on this big, fun camping trip. None of us had any clue how popular the movie would be. Then, after it opened, we were suddenly celebrities.

I grew up with three brothers, and I was a tomboy. Maybe that's why I'm not that comfortable at photo shoots or on the red carpet. When I studied dance, I used my body as a tool in my craft, but being seen as a sexual icon was completely foreign to me. I was also oblivious to pop culture. My agents used to call and say, "Coppola wants you to read for him," and I'd say, "Who's Coppola?"

I lived in L.A. for 11 years. For a while, my mother lived there, too, and I realized it isn't much of a place for a divorced, middle-aged woman. Most men her age were dating 20-year-olds. There's something really wrong with that. I moved to London to be with my boyfriend a year ago, and I love that it's not all about the movie industry or how much you weigh.

My cousin Coleen and I have always been best friends. We were born eight days apart, and when she was diagnosed with epilepsy at 18, it was a shock for us both. She rarely talked about her condition because she never knew how others would react. Even after she became a successful makeup artist, she kept it a secret, telling her agent only this year.

The two of us worked to launch the Bill of Rights for People Living With Epilepsy (EpilepsyBillofRights.com), a document to help epileptics manage their condition and cope with issues that come up at work. It's about educating people the way Coleen educated me. Being around her keeps me grounded.



❖ Self Magazine

❖ People Magazine

❖ Health Magazine

❖ For Me Magazine

SUCCESS METRICS

- ❖ Campaign achieved penetration in broadest consumer market with targeted media hitting 18-49 demo.
- ❖ Bill of Rights became branded with campaign and associated with epilepsy awareness.
- ❖ Sustained media over four month post-campaign period has resulted in further national press awareness and allowed for potential expansion of campaign into following 12-24 month period.