



Excellence in Epilepsy Journalism Award

International Bureau for Epilepsy and UCB launch the 2010 journalism award to recognise outstanding reporting on epilepsy

Brussels, BELGIUM, 27 April, 2010, 0700 CET – The International Bureau for Epilepsy (IBE), in collaboration with UCB today launched the 2010 Excellence in Epilepsy Journalism Award.

The award was held for the first time in 2009, attracting 35 high quality entries from 17 countries around the world. It is part of a global initiative to increase awareness and understanding of epilepsy, a condition which affects more than 50 million people but still remains widely misunderstood. ¹

"The IBE's mission is to improve the social condition and quality of life of all people with epilepsy and those who care for them," commented Mike Glynn, President of the IBE. "The 2009 entries addressed many important topics, including the lack of understanding of epilepsy among the general public and the common challenges faced by members of the community when trying to access appropriate medical care. We believe that high quality and thought provoking journalism like this will help to improve understanding of epilepsy and the needs of people with epilepsy."

The award is open to journalists around the world who can either submit their own work or be nominated by a third party. There are three categories – for print, online and broadcast media – which will be judged by an independent panel comprising media experts and people with experience of epilepsy. The panel's remit is to reward responsible, informed, original and stimulating news or feature articles on epilepsy.

Entries should have been published or broadcast between 30th June 2009 and 29th October 2010, the closing date for this year's award. Winners will receive travel vouchers and are encouraged to use their prize to defray travel costs related to further journalistic research and publications about epilepsy.

"UCB has an ongoing commitment to improving education, awareness and understanding about epilepsy," remarked Lode Dewulf, Chief Medical Affairs Officer, UCB. "The media has the power to reach millions of people around the world and can play an important role in reducing the fear and stigma that still surrounds epilepsy. We are therefore pleased to continue working with the IBE on the Excellence in Epilepsy Journalism Award that recognises the very best reporting on this important subject".



To enter: To find out more information or to download an entry or nomination form please visit: <http://www.ibe-epilepsy.org/activities/excellence-in-journalism-award>. Certain local restrictions may apply regarding this award and the award is only available where not prohibited or restricted by local laws and regulations.

Entries for the 2010 Excellence in Epilepsy Journalism Award will be assessed on the following criteria:

- Helps to raise awareness and understanding of epilepsy
- Gives a voice to people with epilepsy
- Is conceptually or visually innovative or creative
- Is well structured, well researched and compelling
- Uses language responsibly when reporting or writing on epilepsy

2009 awards: winning, highly commended and special mention entries

Winners:

- Print/online: Aliyah Baruchin, *Epilepsy in the African-American Community: Access Education and Advocacy*, published in *Epilepsy USA, Issue 4, 2008*
- Broadcast: Miguel Ángel Tobías, *Hora de Salud: Epilepsia* (Health Hour: Epilepsy), Canal 9 TV, Spain

Highly commended:

- Print/online: Julia Medew, *Art Helps Lift the Veil on Epilepsy*, published in *The Age* newspaper, Australia
- Broadcast: Floriane Closuit, *Par Surprise(s)* (By Surprise), Switzerland

Special mention:

- Majlinda Aliu (broadcast) *The Treatment of Epilepsy in Kosovo*

About epilepsy^{1,2}

Epilepsy is a chronic neurological disorder affecting more than 50 million people worldwide. It is caused by abnormal, excessive electrical discharges of the nerve cells or neurons in the brain. Epilepsy is characterised by a tendency to have recurrent seizures. There are many different seizure types and epileptic syndromes and effective classification guides treatment and prognosis.

About the IBE

Founded almost 50 years ago, the IBE is an organisation of laypersons and professionals interested in the medical and non-medical aspects of epilepsy. The IBE addresses such social problems as education, employment, insurance, driving licence restrictions and public awareness, and supports its members through a range of innovative and important initiatives aimed at improving the quality of life of people with epilepsy and their families. www.ibe-epilepsy.org/aboutus



About UCB

UCB, Brussels, Belgium is a biopharmaceutical company dedicated to the research, development and commercialisation of innovative medicines with a focus on the fields of central nervous system and immunology disorders.

Forward looking statement

This press release contains forward-looking statements based on current plans, estimates and beliefs of management. Such statements are subject to risks and uncertainties that may cause actual results to be materially different from those that may be implied by such forward-looking statements contained in this press release. Important factors that could result in such differences include: changes in general economic, business and competitive conditions, effects of future judicial decisions, changes in regulation, exchange rate fluctuations and hiring and retention of its employees.

Further information

Ann Little, Executive Director, IBE
T +353-1-210-8850, ibedublin@eircom.net

Eimear O'Brien, Associate Director, Global CNS Communications, UCB
T +32-2-559-9271, Eimear.OBrien@ucb.com

References

1. <http://www.who.int/mediacentre/factsheets/fs999/en/>
[accessed 24th March 2010]
2. Epilepsy Foundation. *Epilepsy and Seizure Statistics*.
<http://www.epilepsyfoundation.org/about/>
[accessed 24th March 2010]