



## PRESS RELEASE

# Excellence in Epilepsy

## **IBE and UCB launch new journalism award to improve understanding of epilepsy around the world**

**Brussels, BELGIUM, 22 September, 2008** – The International Bureau for Epilepsy (IBE) in partnership with UCB, today launched a new Journalism Award.

The 'Excellence in Epilepsy' Journalism Award invites journalists from around the world to submit stimulating, informed and compelling news and feature stories on epilepsy. The Award is part of a global initiative to increase awareness and understanding of a condition that affects 50 million people, but still remains widely misunderstood.

Susanne Lund, President of the IBE, commented "The IBE aims to create a world where fear and ignorance about epilepsy are replaced by understanding and care. We can only achieve this goal by increasing awareness of epilepsy – and this need is a pressing one." She continued, "The media plays an important role in challenging stereotypes and sharing accurate information about epilepsy with their audiences. I believe that the Excellence in Epilepsy Journalism Award is a major step in encouraging the media to communicate knowledge, data and real life experiences of people with epilepsy around the world. Through this award journalists can help to combat the fear and ignorance about epilepsy and improve the lives for those living with the condition."

The 'Excellence in Epilepsy' award is open to consumer and medical journalist from any country. Entries can be submitted from print, broadcast or online outlets and will be judged by an independent seven member panel, consisting of media experts and people with experience of epilepsy. The panel is tasked with identifying responsible, informed, original and stimulating stories on epilepsy.

David Josephs, Journalism Award judge and father of eight-year-old Dominic who has epilepsy said; "Epilepsy is a complicated, but common condition which affects people in different ways. Our family welcome this initiative which strives to put epilepsy in the mainstream and share understanding about the condition. I hope through this award stories about epilepsy and the experiences of people like Dominic receive the attention they deserve. By increasing knowledge and understanding of epilepsy we also increase the hope for those living with the condition."

The award has three categories; medical print and online, consumer print and online and broadcast. The closing deadline for entries is 30<sup>th</sup> June, 2009.



Journalists can either directly submit their work for the awards or be nominated by a peer or colleague.

"There have been important developments in the treatment and management of epilepsy in recent years, but to truly improve the lives of people living with epilepsy there needs to also be wider understanding and knowledge amongst friends, colleagues, classmates, families and caregivers. Reaching such a broad range of people is only possible through informed and sustained media articles" commented Dr Lode Dewulf, Vice-President of Global Medical Affairs Central Nervous System.

"UCB is therefore pleased to work with the IBE on this epilepsy award initiative as part of our ongoing commitment to fostering education, awareness and understanding about this common condition and its treatment."

**To Enter:** To find out more information or to download an entry or nomination form please visit [www.ucb-epilepsymedia.com/epilepsy-journalism-award.htm](http://www.ucb-epilepsymedia.com/epilepsy-journalism-award.htm)

**About Epilepsy<sup>1,2</sup>:** *Epilepsy is a chronic neurological disorder affecting 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 and defined by two or more unprovoked seizures. There are many different seizure types and epileptic syndromes and effective classification guides treatment and prognosis.*

#### **About the IBE**

*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. [www.ibe-epilepsy.org](http://www.ibe-epilepsy.org)*

#### **About UCB**

*UCB (Brussels, Belgium, [www.ucb-group.com](http://www.ucb-group.com)) is a global leader in the biopharmaceutical industry dedicated to the research, development and commercialization of innovative medicines with focus on the fields of central nervous system and immunology disorders.*

#### **Further information**

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#### **References**

1. *Epilepsy Foundation. Epilepsy and Seizure Statistics. Available at: <http://www.epilepsyfoundation.org/about/>. Accessed on July 16, 2008.*
2. [http://www.who.int/whr/1997/media\\_centre/50facts/en/index.html](http://www.who.int/whr/1997/media_centre/50facts/en/index.html)