**LOGO**

The competition to find a logo was a great success and, in the end, the logo that stood out was a design submitted by a young man from Indonesia, which was declared the winner.

The designer, Masgustian (who is pictured right), told us that the human silhouettes in the design represent togetherness and a common goal to care for and understand people with epilepsy. “The different colours represent the fact that people of all ages are affected by epilepsy and we must accept it and embrace this diversity,” he explained.

He is a student at Gadjah Mada University with philosophy as his major subject. “Philosophy teaches me to have a positive and open mind to make a positive change to the people around me”.

Although a philosophy student, he has an interest in art, especially graphic design and branding and would like to be a professional graphic and branding designer.

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**Dear Friends**

As 2014 draws to a close, and many of us prepare to take time off to celebrate the festive holidays and the start of the New Year, we thought that this was a good time to take stock of the preparations underway in advance of the launch of International Epilepsy Day around the world on 9th February 2015.

Since the date was agreed mid-year, we have been busy considering ways to best celebrate International Epilepsy Day at international level. At the same time, we are very aware that this is a day for everyone and every organisation, no matter where you are, no matter how small your group or how wide your geographical spread, no matter whether your focus is on the medical or on the social aspects of the disease. We also realise that the way in which The Day is celebrated will vary from region to region, with cultural, geographical and climatic circumstances all impacting on activities.

What we all have in common is the desire to highlight epilepsy and to bring to the attention of the public, professionals and government departments the need for better awareness and understanding, appropriate legislation, improved diagnosis and treatment services, and increased research in order to better the lives of all those affected by epilepsy.

This is your day, to celebrate how you will. Any activity, no matter how small, when combined with the efforts of individuals, groups and associations around the world, will all impact on how epilepsy is viewed. What you do to mark the day, in your own way, with the resources available to you, will make a difference.

In this newsletter we will tell you about the plans being put in place by IBE and ILAE for International Epilepsy Day. We hope that you will be able to use some of these ideas in your own association and would be happy to help you with any questions you might have.

In the meantime, we would like to take the opportunity to wish you all a Very Happy New Year!

With best wishes

Sari Tervonen and Ann Little
His knowledge of epilepsy came from a young school friend who had epilepsy and who he and his classmates learned to help whenever he had a seizure.

“There are responsibilities for us to understand what epilepsy is, to give people with epilepsy support, not just material support but also spiritual and moral support. We must educate ourselves about epilepsy and sharpen our sensitivity so that we are more attentive to people with epilepsy. I hope that my logo will inspire us to hand in hand provide social support and improve our understanding about what it is like to live with epilepsy.”

The logo has already been provided to Members to use on material being created to celebrate the day. Even if you plan only to recognise the day, we would invite you to use the logo on your website on 9th February so that the world knows that the global epilepsy community has an important message to deliver.

The logo is available in a number of formats for use on websites and in printed materials. Contact Ann Little ibeeexecdir@eircom.net, to request image files.

#EPILEPSYDAY

Social Media is now one of the most important ways of highlighting news and events. Recognising this, a Social Media group was set up to develop social media plans. Thanks are due to the members: Phil Gattone (Epilepsy Foundation), Peter Murphy (Epilepsy Ireland), and Mark Morton (Epilepsy Action UK) who helped us create a very exciting concept. We would also like to thank Jussi Korpimäki and Salla Aatsinki from Finland and Alan Gallagher (IDM office) are also assisting us develop this plan. So, what exactly is this plan?

- **It’s really quite simple**
  We are inviting everyone to use #epilepsyday on social media to generate traffic around International Epilepsy Day. This is a simple hashtag that can be used around the world without the need for translation.

- Another idea, using #epilepsyday is to encourage people to have their photo taken on 9th February (by others or as ‘selfies’) holding a card on which is written #epilepsyday and the place in which the photo is taken. Even better would be to have a landmark building or view of your city in the background - think Eiffel Tower, Golden Gate Bridge, Sydney Opera House, Taj Mahal, Forbidden City, boat hotel in Singapore, to name a few. Then simply load the photo onto your favourite platforms - Instagram, Facebook etc.

- Camera shy? Then you could attach the card to a famous statue. In Dublin we have Molly Malone; Singapore has the famous Merlion; in Belgium there is the Mannequin Pis.

- You might even consider preparing in advance for this by having some photos taken before the day, ready to upload on the morning of 9th February!
WEBSITE

A dedicated International Epilepsy Day website is being created. And with a very special URL. This work is being undertaken, on a pro bono basis, by an Irish web design company, to whom we are very grateful. We would also like to thank Alan Gallagher from the IDM office, who helped bring this about. More news on this in early 2015!

LAUNCH IN THE EUROPEAN PARLIAMENT

Some special events are being organised in the European Parliament in Strasbourg to celebrate the launch of International Epilepsy Day. Hosted by Brian Hayes MEP, a Poster Exhibition will showcase the lives of people from around the world who have epilepsy. The posters will depict a number of people who have epilepsy, each telling an individual story, with a range of ages and a global spread.

The exhibition will be launched at a special Reception for MEPs and Assistants, which is being opened by Mr Vytenis Andriukaitis, European Union Commissioner for Health and Public Policy. Private meetings are be arranged with MEPs and we are confident that a number of MEPs will participate in the #epilepsyday photo initiative.

YOUR PLANS

Now that we have shared with you some of the plans we have in place for International Epilepsy Day, we invite you to tell us of your ideas and activities to celebrate the day. Better still, we would love to share your plans with other members, with your permission. This will help us to build a global picture of how IBE and ILAE associations, in the more than 130 countries in which one or both organisation is represented, will use 9th February to bring global attention to epilepsy so that, together, we can build a better world for people living with epilepsy around the world.

Share your plans by email to ibeexecdir@eircom.net.

MEDIA RELEASE

A Media Release will be prepared by 20th January 2015 and will be available to member associations as a template to adapt for their own use.

HAPPY NEW YEAR!

We will bring you more news in early 2015 but, for now, all that remains is to wish you and all members of your association, a very Happy New Year and every good wish for 2015.