



Livy's Hope and the Epilepsy Foundation Partner for "Lemonade for Livy," the First Global Epilepsy Research Fundraiser

March 26, 2015 - Livy's Hope, founded by the Scheinman family of Clearwater, Fla., and the Epilepsy Foundation, with national offices in Maryland and nearly 50 affiliates throughout the country, have partnered to create the first global campaign to raise significant funding for epilepsy research.

The campaign, Lemonade for Livy, is inspired by 10-year-old Olivia (Livy) Scheinman, who has had severe epilepsy since birth. Although she cannot walk or talk, she is the symbol of a movement that inspires children and families to work together for a common purpose: bringing awareness to the condition and raising critical funds for epilepsy research through lemonade stands and parties across the country.

In the U.S. alone, 1 in 3 people with epilepsy suffers persistent seizures despite existing treatments. Many others live with serious side effects, including diminished awareness, perception, reasoning, and judgment as the price of seizure control. Because of this, the Epilepsy Foundation places an exceptional focus on and takes a unique approach to accelerating innovative new therapies for people with epilepsy and seizures.

"Too many people still continue to have seizures and many more experience unacceptable side effects from medications, which motivates our scientists to keep working on the development of safer and more effective treatments," said Philip M. Gattone, president and CEO of the Epilepsy Foundation and father of a child with epilepsy. "Together with Livy's Hope, we can raise critical funds that will ensure effective treatments and therapies in a timeframe that matters for each person living with seizures."

Livy's twin sister, Hailey, 10, is instrumental in motivating people to participate in the campaign. Hailey explains, "I love my sister so much. When I see Livy having seizures, I know something has to be done. I can't even imagine what it must be like to have no control of your body. I want the whole world to join me to help find a cure."

Registration for Lemonade for Livy, which will be held July 24-26, begins on April 11 at the Epilepsy Foundation's National Walk for Epilepsy in Washington, D.C. The Walk is the country's preeminent epilepsy awareness event where the community comes together to raise funds for the Foundation and awareness about seizures. Hailey and Livy will be traveling with their family to the Walk, where Hailey will be speaking at the opening program.

"For years, I have witnessed the devastating effects of epilepsy," says Jon Scheinman, Livy's father. "Millions of other families have seen the same and feel so alone. It is through Lemonade for Livy and our partnership with the Foundation that we will bring the world together to make a stand against epilepsy."

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About Epilepsy

When a person has two or more unprovoked seizures, they have epilepsy, which affects nearly 3 million people in the United States and 65 million people worldwide. This year, another 150,000 people in our country will be diagnosed with epilepsy.

About Livy's Hope

Livy's Hope is a socially responsible company whose mission is to support children with medical needs and their families. They accomplish their mission by using profits to help community based organizations who have a similar focus. They also fund their own initiatives including Lemonade for Livy and the Livy's Hope Kids Crew. For more information about Livy's Hope or Lemonade for Livy, please visit LivysHope.com.

About the Epilepsy Foundation

The Epilepsy Foundation, a national non-profit with nearly 50 affiliated organizations throughout the United States, has led the fight against seizures since 1968. The Foundation is an unwavering ally for individuals and families impacted by epilepsy and seizures. The mission of the Epilepsy Foundation is to stop seizures and sudden unexpected death in epilepsy (SUDEP), find a cure and overcome the challenges created by epilepsy through efforts including education, advocacy and research to accelerate ideas into therapies. The Foundation works to ensure that people with seizures have the opportunity to live their lives to their fullest potential. For additional information, please visit www.epilepsy.com.

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