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OLYMPIC GOLD MEDALIST ROSANNAGH (ROSIE) MACLENNAN OPENS TSX WITH CARE-ALIVE ON TUESDAY MARCH 26 FOR PURPLE DAY - THE GLOBAL DAY OF EPILEPSY AWARENESS

Care-Alive™ - The Caroline Cunningham Foundation for Epilepsy - will be joined by Canadian Olympic Gold Medalist Rosie MacLennan as we open the TSX on March 26th for Purple Day. Purple Day is the Global Day of Epilepsy Awareness. This will mark Care-Alive's 3rd time opening the TSX and we're thrilled to have Rosie with us.

About Care-Alive

Care-Alive was founded in 2009 to care for those living with epilepsy and to raise awareness of this poorly understood and underfunded neurological disorder. Among the causes we support are the sponsorship of seizure-response dogs through the Lions Dog Guides Foundation of Canada and Epilepsy Halton Peel Hamilton's Sunny Days Kids Camp.

About Purple Day

Purple Day is an international grassroots effort dedicated to increasing worldwide awareness of epilepsy. On March 26th, people in countries around the world are invited to wear purple and host events in support of epilepsy awareness.

In 2008, nine-year-old Cassidy Megan of Nova Scotia asked her school principal if she could organize a day where everyone wore shades of purple (lavender has long been the color associated with epilepsy campaigns) to get people talking about epilepsy and dispel some of the myths. Since then Canada has enacted a law in support of epilepsy awareness called the Purple Day Act and last year, people from all continents - including Antarctica - participated in Purple Day.

If you'd like more information about Care-Alive and/or Purple Day or to schedule an interview members of Care-Alive; please call Tannis Kynoch at 416-457-8099 or email mtannis@care-alive.com.