



\*A not-for-profit project benefitting the Epilepsy Association of Central Florida

# 2020 CATALOGUE

# About the Purple “E” Ribbon



## Charity Designs Bold Purple “e” Ribbon to Stand Out From the Crowd

1 in 4 people will have a seizure during their lifetime, and 1 in 26 people will develop epilepsy. Today, 3.5 million people in the United States have epilepsy, making it the 4th most common neurological condition. Yet, despite its high incidence in the U.S., epilepsy receives a small percentage of research funding, and little attention, compared to other medical disorders.

One charity, the [Epilepsy Association of Central Florida](#), is intent on bringing epilepsy out of the darkness by building widespread public awareness through its innovative new marketing efforts.

With purple being the internationally recognized color for epilepsy awareness, there are a proliferation of charitable causes that have adopted it and the generic awareness ribbon. In order to differentiate epilepsy from other causes, Epilepsy Association of Central Florida has designed a proprietary new epilepsy-specific purple ribbon in the shape of a bold and contemporary “e” to help build epilepsy awareness.

“Even with epilepsy being so common, it isn’t talked about as much as it should be due to the many myths and stigmas that continue to surround the disorder,” said [Chuck Carmen](#), Executive Director of Epilepsy Association of Central Florida. “We want to change that by providing more information about what epilepsy is and is not, which in turn, will help increase awareness about the condition.”

The new purple “e” ribbon was formally introduced to the public as part of the nonprofit organization’s recent launch of The [EpilepsyStore.com](#), the first online retail marketplace where people can “Shop Purple for a Purpose™.” The “e” store, as many refer to it, features affordable, custom-designed items with the purple “e” ribbon, including fashionable jewelry, tumblers, a necktie, hats, a license plate frame, car magnets, and even a limited edition set of purple and white “e” Christmas ornaments. 100% of the proceeds from the sale of these items benefit the programs of Epilepsy Association of Central Florida, so customers can purchase with confidence knowing they are helping others in need.

*“EpilepsyStore.com serves two important missions which include building epilepsy awareness and helping raise funds to put an end to seizures,” said Mr. Carmen. “Our goal is to differentiate epilepsy as a cause that is worthy of widespread public support, and to give it a recognizable brand identity that will gain the attention of millions with epilepsy, and even millions more who love and care for them, to share the new ‘e’ ribbon and help educate others about the condition. It is, indeed, time to bring epilepsy out of the darkness, and give it the long overdue attention it deserves.”*



**\$12.00**

### Purple "E" Ribbon Earrings and Necklace as a combo!

Custom designed by and only for the Epilepsy Store. **SKU E001**



**\$7.00**

### Purple "E" Ribbon Epilepsy Awareness Earrings

Custom designed by and only for the Epilepsy Store. **SKU E002**



**\$8.00**

### Purple Ribbon Epilepsy Charm Necklace

. You asked for it and now here it is. A simple purple awareness ribbon charm with the word "Epilepsy" in silver hanging from a silver tone chain. It looks beautiful and spreads awareness. Perfect for you or as a gift for someone you love! **SKU NCEAI**



**\$6.00**

### Epilepsy Awareness Purple Ribbon Necklace

This purple ribbon epilepsy awareness necklace has a beautiful purple ribbon charm and is on a beautiful sterling silver plated snake chain that has a lobster clasp. This necklace is 17 inches long and charm is approximately 1/4" long x 3/8" wide. The necklace comes in a gift box. **SKU R001**



**\$8.00**

### Epilepsy Awareness Watch

Another exclusive item – this epilepsy awareness watch was custom made for EpilepsyStore.com! The face features the Purple “E” Ribbon and the words “Epilepsy Awareness”. It comes in two accent variations, gold or silver tone. **SKU ED19**



**\$11.00**

### Epilepsy Awareness Partial Beaded Bracelet

This beautiful sterling silver plated epilepsy awareness bracelet is partially beaded with pretty purple and silver beads and a charm saying “Epilepsy Awareness” with a purple ribbon. This gorgeous bracelet is 7.5 inches and has a chain bar clasp that will adjust to fit most wrists. **SKU BEA102**



**\$10.00**

### Hope Strength Courage Epilepsy Awareness Bracelet

These Hope Strength Courage Epilepsy Awareness Bracelets have purple, silver and pearl beads surrounded by 3 silver charms that say “Hope” “Strength” and “Courage.” The Hope Strength Courage Epilepsy Awareness Bracelet also has a decorative heart charm that has a purple crystal ribbon on it. These sterling silver plated bracelets are 8 inches and stretch to fit most any size wrist. Each purple ribbon bracelet comes in a gift box. **SKU B003**



**\$10.00**

### Inspired Purple Ribbon Bracelet

This retractable purple ribbon bracelet is customizable and perfect for showing your support for Epilepsy Awareness. Adjustable size, one size fits all. The bracelet is sterling plated and comes with a purple ribbon heart charm and 3 charms that say “Hope, Courage, Faith” in a gift box. **SKU B004**



**\$2.00**

### **Pandora / Brighton™ Style Charm – Purple “E” Ribbon**

This is a charm for a Pandora or Brighton™ type charm bracelet. This exclusive item was designed by Epilepsy Store.com and is only available here! **SKU E003**



**\$8.00**

### **Pandora Style Purple e Bracelet – Epilepsy Store Exclusive**

This Pandora™ - Brighton™ Style Bracelet with the Purple “E” Ribbon charm. Was designed by and exclusively for the Epilepsy Store. Comes in Epilepsy Store gift box. **SKU E004**



**\$8.00**

### **Purple “E” Ribbon Necklace – Epilepsy Store Exclusive Item**

Another Epilepsy Store exclusive design with our trademarked ‘E’ ribbon on a silver chain (Chain is 100% stainless steel or silver plated steel depending on current supply). Come in Epilepsy Store gift box. **SKU E005**



**\$8.00**

### **Purple and Silver Rope Epilepsy Awareness Charm and Purple Ribbon Bracelet**

This is a lovely rope bracelet in purple and silver with a charm that says “Epilepsy Awareness” with a purple ribbon attached. Great either for casual, business or dressy wear. Share the message in style! **SKU RopeEA**



**\$4.00**

### Purple Heart Charm

This top-selling decorative heart charm is sterling silver plated and has a beautiful purple crystal ribbon in the middle. The charm is approximately 3/4 inch tall and comes in a bag. Wonderful quality and beauty.

**SKU C001**



**\$15.00**

### Retractable Bracelet with Purple Ribbon Charm

This bracelet has the standard purple epilepsy awareness ribbon on a charm with the words "Epilepsy Awareness" with 3 smaller charms that say Strength, Courage and Hope. One size fits most since it is a retractable style to expand and decrease in size. **SKU B005**

**\$3.00**

### Purple Bangle Bracelet

Looking for a stand out epilepsy awareness bracelet? Look no further, this very unique bracelet in a bangle style is the answer. This isn't your typical silicone bracelet! It also expands to fit almost everyone. **SKU B001**

**\$6.00**

### Puffed Purple Ribbon Chain Bracelet

This chain-style bracelet has a puffed heart charm and a smaller ribbon charm near the clasp. One size fits all.

**SKU B007**





\$3.00

### Purple Ribbon Charm

This purple ribbon charm is approximately 3/4 inch tall and is sterling silver plated. This is a perfect pendant for a necklace. **SKU R008**



\$5.00

### Purple Ribbon Angel Pin

This purple ribbon pin is an angel holding a purple ribbon with crystal wings. This pin is sterling silver plated and has a jeweler's backing. Each pin is approximately 1 inch by 1 inch and comes in a gift box. **SKU C050**



\$10.00

### Unique Epilepsy Awareness Charm Leather Cord Bracelet

Wow, what a lovely and unique epilepsy charm hanging from a black leather cord bracelet! This beautiful bracelet will look great in jeans or that simple black dress. It has the words "Epilepsy Awareness" on the nice size charm as well as a purple ribbon floating in the center of it. **SKU B101**



\$5.00

### Purple Ribbon Ear Rings

These purple epilepsy earrings will proudly and elegantly show your support for Epilepsy Awareness!

**SKU R005**



**\$3.00 EACH**

### Purple Ribbon Heart Charm (Pandora™ Style)

Add this beautiful purple ribbon heart charm to your Pandora™ bracelet. It is a chunky silver heart with a purple ribbon on both sides. Each sterling silver plated charm is 1/2 inch x 1/2 inch with a 5 mm diameter opening through the side. **SKU ED10**



**\$3.00**

### Purple Ribbon Lapel Pin

This Purple Ribbon Lapel pin says "Epilepsy" and is about 1 inch in size. Unisex. It comes on a EpilepsyStore.com card. **SKU R009**



**\$25.00**

### Silver Epilepsy Awareness Combo!

Are you looking for something exceptionally nice? Well this is an entire set of silver ribbon Epilepsy Awareness jewelry! The set includes Silver Ribbon Epilepsy Awareness Bracelet, Earrings, and Necklace! **SKU SNE001**



**\$10.00**

### Silver Ribbon Awareness Bracelet

This gorgeous silver ribbon bracelet stuns and promotes Epilepsy Awareness at the same time. It can also be worn for various causes. This product comes in one size. **SKU SB008**





**\$4.00**

### Silver Heart Crystal Purple Ribbon Charm

This purple ribbon crystal heart charm is a pretty silver heart with a crystal purple ribbon. Perfect to add to a necklace or bracelet or for creating your own custom epilepsy awareness jewelry.. Each sterling silver plated charm is 5/8 inch x 5/8 inch. **SKU C002**



**\$6.00**

### Silver Heart Purple Ribbon Key Chain

This purple ribbon key chain is a sterling silver plated heart that has a purple ribbon hanging in the middle and a purple crystal accent on one side of the heart. The heart is approximately 1 inch by 1 inch and comes in a Epilepsy Store gift box with cotton insert. **SKU R006**



**\$4.00**

### Stretchy Purple Ribbon Bracelet -TOP SELLING ITEM

This purple ribbon awareness bracelet has a purple elastic stretch band with a beautiful sterling silver plated charm that has a purple ribbon on it. Each bracelet is approximately 7 inches and stretches to fit most wrists. The bracelet comes in a bag. **SKU B009**



**\$7.95**

### "We're In this Together" Purple Silver Charm Necklace

Share your LOVE with this NEW necklace that hangs beautifully on a 17" chain. The 7/8" sterling silver plated charm shares the message "We're In This Together" along with two cute engraved hearts and the PURPLE awareness ribbon. Share the love by ordering one now for yourself and another for someone you love. **SKU Together01**



**\$5.00**

### Guardian Angel Purple Ribbon Charm

Our "Guardian Angel" charm is holding the purple awareness ribbon and on the back the words "Guardian Angel Protect Me". Make this a wonderful addition to your charm bracelet now!

This sterling silver plated heart shaped charm is approximately 1" by 1". **SKU C-6A**



**\$18.00**

### Epilepsy Purple Rope & Metal Bracelet

This fantastic new bracelet features the word "EPILEPSY" 1/2" high by 1 1/2" long in silver tone on a purple strap with purple ropes. Hanging from the bottom rope knot is a silver tone awareness ribbon with the word "Hope" on it. This bracelet is a little over 1 inch wide and 6 1/2 inches long with adjustable chain clasp. This will be a beautiful addition for either casual or dressy. **SKU EB200**



**\$6.00**

### Epilepsy Awareness Key Chain

This purple ribbon epilepsy awareness key chain has a round silver ring with a purple ribbon hanging in the center and the words "Epilepsy Awareness" around the outside on a horseshoe style key ring. The key ring is approximately 1 1/2 inches in diameter and the charm is approximately 3/4 inch in diameter. This sterling silver plated key chain comes in a bag. **SKU PRKO 01**



**\$6.00**

### Purple Ribbon Crystal Heart Shaped Hanging Earrings

You will love wearing these purple crystal ribbon heart shaped earrings while you share epilepsy awareness. These match our purple crystal heart charm. You can SAVE with the combo pack and get both!

**SKU ER100**



**\$18.00**

**Purple Day® Every Day T-Shirt**— Official T-Shirt of Purple Day® Every Day! Licensed by the [Anita Kaufmann Foundation](#). This shirt is printed on soft, high quality Next Level comfortable tees. There are two cuts available, women's specific and unisex/men's. Purple Day™ Every Day on the front and Epilepsy Awareness 365 Days A Year on the back. The picture features the women's cut. **Pease be aware that the women's cut runs a few sizes smaller than the unisex. You may want to consider ordering larger than you normal size.** **SKU AK001**



**\$18.00**

**Purple Day® T-Shirt**— Official T-Shirt of Purple Day® licensed by the [Anita Kaufmann Foundation](#). This shirt is printed on soft, high quality Next Level comfortable tees. There are two cuts available, women's specific and unisex/men's. "Epilepsy Awareness Day March 26th on the back. Picture features the women's cut. **Pease be aware that the women's cut runs a few sizes smaller than the unisex. You may want to order larger than normal.** **SKU AK002**



**\$8.00**

**Child's Purple Super Hero Cape** – EpilepsyStore.COM Exclusive

This epilepsy awareness cape was designed by us and is an exclusive. Very high quality to last for years. This cape is fantastic for Purple Day®, Epilepsy Awareness Walks, Dress up, Awareness Events, and Halloween! The cape is one-size-fits-all, the neck opening even fits a full grown adult. **SKU K001**



**\$11.00**

**Epilepsy Awareness 'Purple e Ribbon' Neck Tie**

For the supportive and stylish man! This beautiful 100% silk purple necktie was made exclusively for EpilepsyStore.com with the trademarked Epilepsy Awareness "E" Ribbon on it. **SKU M001**



\$5.00

**Epilepsy Awareness Bowtie** — Stand up for Epilepsy Awareness in this awesome purple pre-tied bowtie featuring small crystal studs embedded. The tie is pre-tied, with clip and an adjustable band.

The tie is made with a wrinkle and stain resistant microfiber that looks and feels like real silk. Adjustable to 19.5"  
**SKU M002**



\$16.00

**Purple Knit Beanie, Scarf and Gloves Combo Pack**

This winter combo is custom made for EpilepsyStore.com and keeps you warm and stylish while promoting epilepsy awareness! Scarf, gloves and beanie. One size fits all, the gloves are small but they stretch, they fit average hand sizes of both sexes. **SKU W001**



\$3.00

**Unique and Super Cool Epilepsy Awareness Multifunctional Seamless Wear**

**WHAT IS IT - Read it to believe it:** Exclusive and unique to us this Purple "E" Ribbon stretchy multifunctional tube can be a bandanna/scarf/headband/scrunchie and more. This cool item is a seamless tube of stretchy cloth that can be worn in many different ways to share Epilepsy Awareness. **SKU AW001**



\$8.00

**Epilepsy Awareness Scarf**

This very attractive and beautiful EpilepsyStore.com original has the trademarked Purple "E" Epilepsy Awareness Ribbon imprinted on it and is not available anywhere else! Great for work, dressy or casual wear. **SKU W002**



**\$4.00 & \$5.00**

### Epilepsy Awareness Purple Tutu

Fun for all ages and great for Epilepsy Awareness Walks and Events. 3 layer design! Stretchy waistbands means that 'kids' size fit most people aged 6-12 (22"-36" waist) and 'adults' size fits most people 13 and over. (28"-44" waist) **SKU AWOOD2**



**\$6.00**

### Purple Ribbon Epilepsy Awareness Socks

Check out these unique Purple Ribbon "high top" socks! Rock the walk with this awesome pair of tall socks! Great for working out or keeping your feet warm. **SKU AWOOD3**



**\$3.00**

### Lavender and Purple Ribbon Sock

These snazzy lavender sport socks with purple awareness ribbons will rock your walk! Be the envy at epilepsy walks! Great for the gym or just spreading awareness walking around town. Order two now, one for you and one for your walking buddy. **SKU SOCO 02**



**\$12.00**

### "Hope For a Cure" Epilepsy Awareness Hat & Sunglass Combo Pack

Get our exclusive EpilepsyStore.com "Hope For a Cure" logo cap and a pair of Purple "E" logo sunglasses together and save! **SKU AWOOD5**



**\$10.00**

## "Hope For A Cure" Epilepsy Awareness Hat

This 'Hope For A Cure' Epilepsy Awareness Hat features the exclusive design not found anywhere else. It does not say EpilepsyStore.com on it anywhere. Adjustable Velcro back, one size fits all. **SKU AWD14**



**\$5.00**

## Purple Ribbon Visor

This purple ribbon visor has a purple ribbon embroidered on the front. The visor is made of 100% soft cotton and has a Velcro back closure. **SKU AWD06**



**\$15.00**

## Purple Day® Hat

Official Purple Day® licensed item by Anita Kaufman Foundation. This hat features the Purple Day® logo embroidered on a high quality Ultra Club Velcro back cap. Adjustable, one size fits most. **SKU AK003**



**\$5.00**

## Purple Awareness Ribbon White Cap

This is a great everyday cap in white with a standard purple awareness ribbon. Made of cool cotton with an adjustable Velcro® strap on back so one size fits all.. **SKU WC001**



\$8.00

### Believe Purple Ribbon Butterfly Coffee Mug

This purple ribbon coffee mug has a pretty butterfly design where the body of the butterfly is a purple ribbon. The butterfly is surrounded by flowers and the words "Believe, Determination, Strength, Courage, Hope, Love." Each 12 ounce ceramic coffee mug comes in a gift box and is dishwasher safe. **SKU R010**



\$10.00

### Color Changing Epilepsy Awareness Coffee Mug

Pour in your hot beverage and watch this EpilepsyStore.com exclusive mug go from black to showing our "Hope for a Cure" design on a white mug! **SKU AW007**



3 for \$5.00

### Epilepsy Awareness Koozie (3 pack)

Epilepsy Awareness drink koozies keep your drinks cold! Custom made for us to feature the Purple "E" Epilepsy Awareness Ribbon in white on purple material. These are high quality neoprene drink koozies. **SKU AW008**





**\$6.00**

### Epilepsy Awareness Tumbler

This high quality 24 oz. tumbler sports the 'Purple e Ribbon' with printed "Epilepsy Awareness". This item is not Dishwasher or Microwave safe, but will keep cold drinks cold without sweating and warm drinks warm.

**SKU E005**



**\$5.00**

### Purple Ribbon Flower Mug

This coffee mug features a print of a hand-painted Purple Ribbon wrapping around a bouquet of wild-flowers.

**SKU R006**



**\$15.00**

**Steel Purple Epilepsy Awareness Tumbler** — This incredibly high quality and gorgeous 30oz (X-LARGE SIZE) Epilepsy Awareness Tumbler features an engraved "E" Ribbon on a purple tumbler. The tumbler will keep cold drinks cold and hot drinks hot for many HOURS. The top lid is a transparent acrylic that has a slide. The quality of this tumbler rivals that of a popular YET? brand that sells for \$39.99! **SKU E007**



**\$6.00**

### Live - Laugh - Love Purple Ribbon Mug

Start your day off right with the message "Live - Laugh - Love" with all the "L's" a lovely purple awareness ribbon. Spread epilepsy awareness while you have your favorite hot drink at home or office. **SKU LLL**





**\$1.00**

## "Anyone With A Brain Can Have A Seizure."® Button

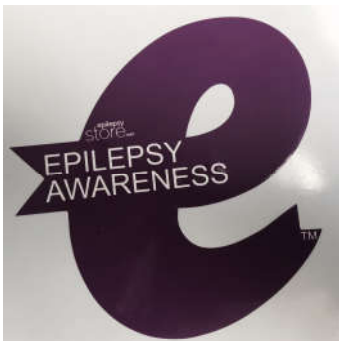
Licensed by the Anita Kaufmann Foundation. They are the US trademark owner of Purple Day® in the U.S. and the International trademark owner of Purple Day® Every Day. This button is metal and measures approximately 2 inches in diameter. **SKU AK005**



**\$5.00**

## Purple "E" Ribbon Logo Sunglasses

Another EpilepsyStore.com exclusive! These awesome sunglasses are high-quality and made exclusively for us! One-size fits most, unisex and look great! Nice for Epilepsy Awareness Walks, events and just everyday to spread the word! **SKU E011**



**\$2.50**

## Epilepsy Awareness Magnet Purple "E" Ribbon

This high quality vinyl purple "E" Ribbon Epilepsy Awareness Logo magnet is great for your car, fridge or office cabinets! Roughly 8" long and wide. **SKU E008**



**\$3.00**

## Dark Purple Friendship Bracelet

Dark purple, adjustable friendship bracelet made of rope. **SKU B010**



**\$6.00**

### Epilepsy Awareness "Stop Seizures" License Plate Frame

Custom made high quality Epilepsy Awareness "Stop Seizures" License Plate Frame with the trademark Purple "E" Ribbon. The words Stop "Seizures" on the top and "Epilepsy Awareness" on the bottom. **SKU AW009**



**\$2.00**

### Epilepsy Awareness Dog Tag

Colorful Purple Dog-Tags imprinted with "Faith", "Hope", "Courage" and "Strength". Each 2" metal dog tag is on a 17" beaded chain. **SKU AWD10**



**\$13.00**

### Epilepsy Awareness Flag

Home or Office— Fly this a large polyester Purple "E" Ribbon logo with the words Epilepsy Awareness on it flag! It is roughly 3' x 5' and has both rivets at the top/bottom for mounting clips on a flag pole, or, a large through-pocket for home flag decorative flag poles. **SKU AWFED01**



\$3.50

## Epilepsy Awareness Lanyard

This exclusive EpilepsyStore.com lanyard promotes epilepsy awareness while keeping your keys or ID card holder secured. Great for use by School staff, or anyone who uses or wears a lanyard! Features: Strong and durable ribbed polyester, buckle and clasp design. High-quality, spring-loaded, swiveling metal clasp. **SKU AW12**



2 For \$15.00

**Epilepsy Awareness Ornaments** - These items are exclusive to EpilepsyStore.com, you can't get them anywhere else!

**BUY ONE GET ONE:** Buy either color and we will ship the other variant with your order, FREE! This ornament comes in 2 variations, White on Purple and Purple on White. **SKU AWEX1**



\$3.00

## Epilepsy Awareness Purple Ribbon Wristbands

Support Epilepsy Awareness in comfort with these Purple Ribbon Sport Wristbands! Set of 2. **SKU R012**



\$2.00

## Epilepsy Awareness Silicone Key Chain Purple Ribbon

This small silicone purple ribbon keychain is great to bring your Epilepsy Awareness spirit with you everywhere you go! **SKU R013**



**\$10.00**

## Meet "Epil Lepsy" Our Purple 'Epilepsy Stinks' Skunk Plush

This awesome Plush Toy says "Epilepsy Stinks". This is a squeezable, soft comfort animal in our line of Epilepsy Awareness Plush Toys. Named by one of our eStore "Fans" and now a top selling items. Roughly 9 inches tall with a white tail. **SKU T001**



**\$6.00**

## "One Eyed Purple Seizure Eating Friendly Monster" - Cure Epilepsy

This cute plush toy has embroidered "Cure Epilepsy" on the back. The main body of this soft plush is 5.5 inches in diameter. He makes a cute, soft, comforting gift or for you while spreading epilepsy awareness. **SKU T002**



**\$12.00**

## Epilepsy Awareness Teddy Bear

You have to love our cute, soft and cuddly 9" Teddy Bear with a epilepsy awareness bow! **SKU T003**



\$1.00

## Purple Ribbon Pen

This purple ribbon ball point pen is 5 1/4 inches and is white with purple ribbons. This pen writes in black ink.

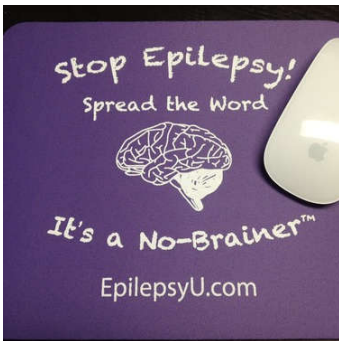
**SKU RD11**



\$4.00

## Purple Ribbon Print Shoe Laces (2 Pairs)

Show your support for epilepsy all year long! The PERFECT Accessory for Awareness Walks! Package comes with 2 pairs of laces. (4 shoes) **SKU RD12**



\$5.00

## Stop Epilepsy Mousepad

Stop Epilepsy! It's a Non-Brainer high quality, purple mousepad with our online epilepsy news and education site address right there for you - [www.EpilepsyU.com](http://www.EpilepsyU.com) signature! **SKU AWD15**



\$7.00

## License Plate Cover and Magnet COMBO Pack

**SAVE by getting** the Epilepsy Awareness Car Magnet and License Plate Frame as a package deal and save! **SKU E010**



\$2.00

## Purple Day® Pen Scroll

Licensed by the [Anita Kaufmann Foundation](#), this is the official Pen of Purple Day® and the Anita Kaufmann Foundation. This pen features a retractable scroll with information about the Seizure First! Support Purple Day®, Every Day! **SKU AK004**



Look for new epilepsy awareness items!!



\$3.00

## Purple Ribbon Hair Clip

Show off your support for Epilepsy Awareness with this purple ribbon hair clip. It is made of semi-bendable and very smooth shiny plastic. **SKU R053**



\$1.00

## STOP SEIZURES Wristband

One size fits all purple silicone wristband with the words "Stop Seizures" imprinted into the silicone. **SKU AW011**



Thank you for "Shopping Purple for a Purpose"™ With Us!



\*A not-for-profit project benefitting the Epilepsy Association of Central Florida

A non-for-profit store where 100% of the proceeds go to support our programs!

"Shop Purple for a Purpose"™