

#MYSHOTATEPILEPSY

#CUREPILEPSY



My
SHOT
at **EPILEPSY**

inspired by:
HAMILTON

created by:
Miguel and Kelly Cervantes

benefitting:

CURE

CITIZENS UNITED FOR
RESEARCH IN EPILEPSY



My Shot at Epilepsy Challenge

EPILEPSY AWARENESS MONTH CAMPAIGN

Background and Vision



The My Shot at Epilepsy Challenge is led by Miguel Cervantes (star of the Chicago production of HAMILTON) and Kelly Cervantes (CURE Board member) whose daughter Adelaide struggles with epilepsy. Inspired by the song “My Shot” from the musical HAMILTON, the My Shot at Epilepsy Challenge is an interactive campaign to raise awareness and support the research efforts of CURE and the Epilepsy Foundation.

Take the Challenge:

1. Take your shot in the “My Shot” pose.
2. Donate at www.MyShotAtEpilepsy.org.
3. Share your shot on social media using [#MyShotAtEpilepsy](https://twitter.com/MyShotAtEpilepsy) and tag friends to join in the challenge.



That’s It! This is our shot to take. Let’s not throw it away. – Miguel Cervantes

What’s the story that led to the creation of the My Shot at Epilepsy Challenge?

Miguel Cervantes is an actor, singer, and performer known for his work on both the stage and screen. A year and a half ago, he had an audition for the role of a lifetime—playing Alexander Hamilton in the Chicago production of HAMILTON, the hottest musical of our time. Yet during the audition process, in front of the producers and creator Lin-Manuel Miranda, Miguel received news that would completely upend his world. His daughter Adelaide had been diagnosed with epilepsy, shortly to be confirmed as a severe, incurable form known as Infantile Spasms (IS). For Miguel and Kelly, that fateful day was life-changing. Miguel won the role of his dreams, but he and Kelly began a heart-rending journey that no parent should ever face. As they were moving to Chicago and Miguel was preparing to portray Alexander Hamilton, the Cervantes family was also learning about epilepsy, a medical condition that is still underestimated, underfunded, and—for far too many Americans—entirely misunderstood.

During this journey, Miguel and Kelly connected with CURE. Kelly has joined the organization’s board of directors, and both she and Miguel have devoted themselves to raising funds and awareness for epilepsy research. One day soon, breakthroughs in epilepsy research may be able to help the millions of Americans who—like Adelaide—are unresponsive to current treatments. But this will only be possible with your support. Please join us to make a difference, to assist the millions of families like the Cervantes, and to help fund a cure.

What is the My Shot at Epilepsy Challenge?

Inspired by the song “My Shot” from the musical HAMILTON, the My Shot at Epilepsy Challenge is an interactive social media campaign that encourages you to raise awareness of epilepsy and donate to help find a cure.

CURE is joining forces with the Epilepsy Foundation for the My Shot at Epilepsy Challenge to promote awareness and raise funds for epilepsy research that will lead to a cure. All proceeds from the campaign will be split between both organizations and used to advance breakthroughs in epilepsy treatments and research. The initial proceeds will be used to support the genetic testing of hundreds of individuals from the Rare Epilepsy Network, and their subsequent enrollment into the Epilepsy Genetics Initiative for recurrent analysis. These are individuals who suffer from severe epilepsies with an unknown genetic cause.

Why is this campaign important?

The need to expand research funding and awareness is so very great:

- Globally, **65 million** people suffer from epilepsy.
- In the United States, **3.4 million** people suffer from epilepsy, including more than **470,000 children**.
- **1 in 26** people will develop epilepsy in their lifetime.
- **More than one-third** of people with epilepsy have seizures that cannot be controlled with existing treatments.
- The total indirect and direct cost of epilepsy in the United States is **\$15.5 billion annually**.
- **Epilepsy remains underfunded by the government** compared to similar neurological diseases. For example: Parkinson’s, Multiple Sclerosis, Muscular Dystrophy, and Cerebral Palsy impact 2.3 million Americans, and received a combined total of \$399M in annual NIH funding in FY2017. Epilepsy affects 3.4 million and received \$161M in funding.
- Medications used to treat epilepsy can have a huge range of **adverse side effects**.
- Epilepsy is a **spectrum of disorders with a range of severities**, widely differing seizure types and causes, and varying impacts on individuals and their families.
- The challenges that face the millions of people living with epilepsy include:
 - Access to high-quality healthcare;
 - learning about and coordinating healthcare, medication, vocational training, problems with independent living, and other community services; and
 - living with stigma and common public misunderstandings.

As such, **epilepsy imposes an immense burden on individuals, families, and society as a whole.**

Shout Out About “My Shot”

Follow Us, Follow the Conversation

Make sure you follow us across our channels. The more re-tweets and shares we can get, the more successful we will be:

- Follow CURE and Epilepsy Foundation on Twitter - @CUREepilepsy; @EpilepsyFdn

#MYSHOTATEPILEPSY

#CUREEPILEPSY

- “Like” CURE and Epilepsy Foundation on Facebook - @CUREforEpilepsy; @EpilepsyFoundationofAmerica
- Follow CURE and Epilepsy Foundation on Instagram - CUREepilepsy; Epilepsyfdn
- Follow CURE and Epilepsy Foundation on LinkedIn – www.linkedin.com/company/1471293 and www.linkedin.com/company/26907
- Sign up for newsletters on our websites at www.CUREepilepsy.org ; www.epilepsy.com

The hashtags for the campaign are **#MyShotAtEpilepsy** and **#CUREepilepsy**

Take “Your Shot” At Epilepsy

Miguel is asking **you** to take the Challenge with these three simple steps. Tap into your passion and creativity!

1. **Take your shot in the “My Shot” pose:** Take a still photo or a record a video of yourself striking the “My Shot” pose. Have fun.
2. **Donate:** Make a donation online at www.MyShotAtEpilepsy.org.
3. **Share and tag on Social Media:** Share your shot on social media using **#MyShotAtEpilepsy** and tag 3 (or more!) friends to accept the challenge, post their own “shots,” donate, and tag others to join within 24 hours.



Everyone is invited to join the My Shot at Epilepsy Challenge. Participants don't need to wait to be challenged; anyone can jump in at any time.

Remember, this is **your** shot. Make it unique! Use this campaign as an opportunity to be creative and have fun. You can pose for your shot by yourself, with your friends, with your family members, or with your coworkers. You can pose in your neighborhood, in one of your favorite places, or anywhere around the world. Take a shot that is meaningful to you.

Social Media Toolkit

Twitter

1. Post your "My Shot" post and a tweet using the hashtag **#MyShotAtEpilepsy**.
2. Always try to include an image in your tweet if possible – images are known to increase engagement.

Here are some suggestions:

- @cureepilepsy, @EpilepsyFdn, & @MiggstaC09 are joining forces to raise funds for epilepsy research with #MyShotAtEpilepsy. Take your shot!
- Join HAMILTON's Miguel Cervantes in #MyShotAtEpilepsy. Strike the pose, donate at MyShotAtEpilepsy.org, share your shot, and tag friends.
- Join @cureepilepsy & @EpilepsyFdn for #MyShotAtEpilepsy. Strike the pose, donate at MyShotAtEpilepsy.org, share, and tag friends.
- Help the more than 3.4 million Americans who live with epilepsy. Take your shot at epilepsy. #MyShotAtEpilepsy <http://bit.ly/2h4EN5g>
- Take the Challenge! Strike the pose, donate at MyShotAtEpilepsy.org, share your shot, and tag friends. #MyShotAtEpilepsy

Facebook

1. Post your "My Shot" post and a message for the Challenge using the hashtag **#MyShotAtEpilepsy**.
2. Top Tip: When posting My Shot at Epilepsy Challenge content, make sure the privacy is set to 'public' so it can be shared by friends and family with a wider group of people – and so that we can also see it.

Here are some suggestions:

Sample Post 1

Join Hamilton's Miguel Cervantes in #MyShotAtEpilepsy. Get involved, have fun, and use your creativity! Take the Challenge:

1. Take your shot in the "My Shot" pose.
2. Donate at MyShotAtEpilepsy.org.
3. Share "Your Shot" on social media using #MyShotAtEpilepsy; and tag friends to join in the fun!

Sample Post 2

CURE: Citizens United for Research in Epilepsy and the Epilepsy Foundation have joined together for the #MyShotAtEpilepsy Campaign. Get involved, have fun, be creative!

Take the Challenge:

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3. Share “Your Shot” on social media using #MyShotAtEpilepsy; and tag friends to join in the fun!

Sample Post 3

1 in 26 people in the United States will develop epilepsy at some point in their lifetime, and they need a cure. That is why I am taking #MyShotAtEpilepsy. Join me!

1. Take your shot in the “My Shot” pose.
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3. Share “Your Shot” on social media using #MyShotAtEpilepsy, and tag friends to join in the fun!

Sample Post 4

I’m taking #MyShotAtEpilepsy; you can too! Join me! You can do it anywhere, anytime. It’s easy.

1. Take your shot in the “My Shot” pose.
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Instagram

1. Repost [@CUREepilepsy](#) and [@Epilepsyfdn](#) My Shot grams as well as grams from other Instagrammers that are using the hashtags [#MyShotAtEpilepsy](#).
2. Make the most of Instagram’s latest feature and add to your ‘story’ of daily occurrences that represent **Your Shot at Epilepsy**

LinkedIn

1. Post your “My Shot” post and a message for the Challenge using the hashtag [#MyShotAtEpilepsy](#) on your LinkedIn page.
2. Encourage connection and employee participation

Here are some suggestions:

Sample Post 1

I’m taking #MyShotAtEpilepsy; you can too! Join me! You can do it anywhere, anytime. It’s easy.

1. Take your shot in the “My Shot” pose.
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Sample Post 2

CURE: Citizens United for Research in Epilepsy and the Epilepsy Foundation have joined together for the #MyShotAtEpilepsy Campaign. Get involved, have fun, be creative!

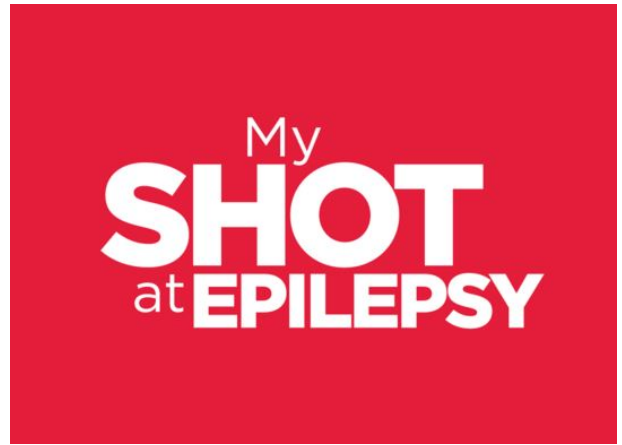
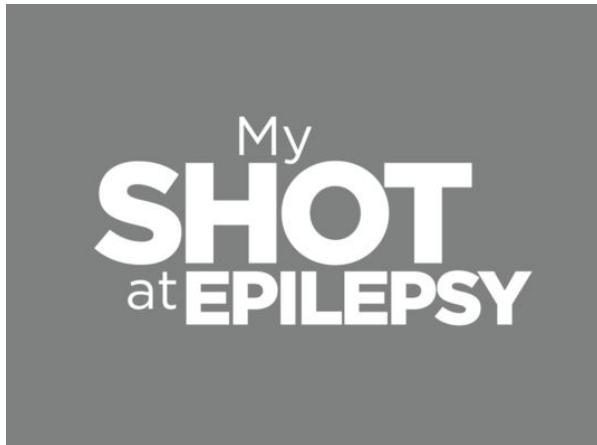
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Images for Social Media



November is Epilepsy Awareness Month

My Shot at Epilepsy Challenge

Inspired by HAMILTON and created by Miguel and Kelly Cervantes.



MY SHOT
Take your shot



DONATE
MyShotAtEpilepsy.org



SHARE
Inspire others

#MyShotAtEpilepsy #CUREpilepsy