



PRESS RELEASE

Excellence in Epilepsy Journalism Award

IBE and UCB announce winners of award to improve understanding of epilepsy around the world

Brussels, BELGIUM, October 20, 2009, 0700 CET /PRNewswire - The International Bureau of Epilepsy and UCB are pleased to announce the winners of the Excellence in Epilepsy Journalism Award 2009.

The award, an initiative of the International Bureau for Epilepsy (IBE) and biopharmaceutical company UCB, aims to increase awareness, improve understanding, and encourage accurate reporting of epilepsy by inviting journalists to submit stimulating, informed and compelling stories about knowledge, data and real life experiences of people with epilepsy around the world.

Award judge Susanne Lund, Immediate Past President of the IBE, commented, "We received high calibre entries from 17 countries around the world covering a range of topics including facts about epilepsy, new developments in research, practical advice on travel as well as the stigma and challenges people living with epilepsy face at home, in the workplace and in the community.

"These entries truly demonstrate how journalists can help to combat the fear and ignorance about epilepsy and improve the lives for those living with the condition."

An independent seven member judging panel, consisting of media experts and people with experience of epilepsy, was tasked with identifying responsible, informed, original and stimulating stories on epilepsy. The judges selected winners and a highly commended entrant in two categories – print/online and broadcast.

Winners

The winner of the print/online category is **Aliyah Baruchin** for her article *Epilepsy in the African-American Community: Access Education and Advocacy*, published in *EpilepsyUSA, Issue 4, 2008*.

"A well-written, easy to read article highlighting the challenges that are often faced by the African-American community when trying to gain access to appropriate epilepsy care – a topic that rarely gets the coverage it deserves," said award judge Dr Mark Porter, GP, Broadcaster and Medical Correspondent for *The Times*, UK.



Television journalist and producer **Miguel Ángel Tobías** was judged winner in the broadcast category for his program, *Hora de Salud: Epilepsia* (Health Hour: Epilepsy), broadcast on Spain's Canal 9 TV.

Member of the judging panel, Joachim Mueller-Jung, writer and journalist for *Frankfurter Allgemeine Zeitung* in Germany said, "The judges felt this program had everything. It takes epilepsy to a broader audience in a clear and comprehensive way with educational insights into epilepsy. If programs like this were broadcast around the world, it would make a meaningful impact."

Highly Commended

Australian journalist **Julia Medew** received a highly commended award for her article *Art Helps Lift the Veil on Epilepsy*, published in *The Age* newspaper. Her article, which reached more than one million readers, told the story of a young woman's participation in a study examining the influence of epilepsy on artistic expression.

In the broadcast category, the judges highly commended **Floriane Closuit** for her thought-provoking film – *Par Surprise(s)* (By Surprise) and its powerful ability to humanise epilepsy.

Special Mention

A special mention was awarded to **Majlinda Aliu** for her compelling broadcast entry *The Treatment of Epilepsy in Kosovo*. According to award judge Roger Sergel, Managing Editor, Health Coverage, ABC News, USA, the film "is a gritty piece of journalism that gives us a window into a world we seldom see while providing a stark illustration of the challenges facing people with epilepsy in Kosovo."

For more information on the award or to download a 2010 entry form please visit: <http://www.ibe-epilepsy.org/activities/excellence-in-journalism-award>

Notes to Editors

The 'Excellence in Epilepsy' Journalism Award was open to consumer and medical journalists from any country. The independent judging panel considered 35 high quality entries from 17 countries.

The international judging panel comprised the following judges:

- Mr Robert Cole, Epilepsy Association of South Australia and the Northern Territory, Australia
- Dr Carlos Acevedo, Vice-President of the International Bureau for Epilepsy Latin American Region and Editor, International Epilepsy News, Chile
- Mr Joachim Mueller-Jung, Writer and Journalist, Frankfurter Allgemeine Zeitung, Germany
- Ms Susanne Lund, Immediate Past President, International Bureau for Epilepsy, Sweden
- Mr David Josephs, Epilepsy Advocate, UK
- Dr Mark Porter, GP, Broadcaster and Medical Correspondent for The Times, UK
- Mr Roger Sergel, Managing Editor, Health Coverage, ABC News, USA



Entries were assessed on the following criteria:

- Helps to increase the awareness and understanding of epilepsy
- Gives a voice to people with epilepsy
- Is conceptually or visually innovative and creative
- Is well structured, well researched and compelling
- Uses language responsibly when reporting or writing on epilepsy

The two award winners receive travel vouchers and are encouraged to use their prize to defray travel costs related to further journalistic research and publications about epilepsy.

About the IBE

Founded almost 50 years ago, the IBE is an organisation of laypersons and professionals interested in the medical and non-medical aspects of epilepsy. The IBE addresses such social problems as education, employment, insurance, driving licence restrictions and public awareness, and supports its members through a range of innovative and important initiatives aimed at improving the quality of life of people with epilepsy and their families. www.ibe-epilepsy.org

About UCB

UCB, Brussels, Belgium is a biopharmaceutical company dedicated to the research, development and commercialization of innovative medicines with a focus on the fields of central nervous system and immunology disorders.

Forward looking statement

This press release contains forward-looking statements based on current plans, estimates and beliefs of management. Such statements are subject to risks and uncertainties that may cause actual results to be materially different from those that may be implied by such forward-looking statements contained in this press release. Important factors that could result in such differences include: changes in general economic, business and competitive conditions, effects of future judicial decisions, changes in regulation, exchange rate fluctuations and hiring and retention of its employees.

Further information

IBE

Ann Little, Executive Director, IBE
T +353.1.210.8850, ibedublin@eircom.net

UCB

Eimear O'Brien, Associate Director, Global CNS Communications UCB
T +32.2.559.9271, Eimear.O'Brien@ucb.com