

PRESS RELEASE

Toronto, Ontario, Canada - Tuesday, 23rd July, 2019



Alecia's Artisan Soapery Raises the 'Bar' for Those Living with Epilepsy

Vital funds for SUDEP research come from mom's 'Soap for SUDEP' in daughter's honour.

Maria DiPietrantonio-Lambert, of Quinte West in Southern Ontario, presented Canadian charity SUDEP Aware¹ with two cheques totalling \$2,650 on July 20, 2019. The money was raised from DiPietrantonio-Lambert's efforts to sell her handcrafted bars of 'Soap for SUDEP'. DiPietrantonio-Lambert also received support from her childhood friend, singer-songwriter Francine Honey, who sold specially created soaps in celebration of the launch of her album entitled '*to be continued...*'².

DiPietrantonio-Lambert founded Alecia's Artisan Soapery³ in honour of her 17-year old daughter, Alecia, who was lost to Sudden, Unexpected Death in Epilepsy (SUDEP) on February 3, 2009. To encourage learning about epilepsy/SUDEP and ultimately help reduce epilepsy deaths, she started a line called 'Soap for SUDEP' last year. One dollar is earmarked for SUDEP research, via SUDEP Aware, for each bar sold.

"I'm determined to prevent other families from being left in the dark about SUDEP, as was the case with us," says DiPietrantonio-Lambert. "'Soap for SUDEP' is our unique way to raise public awareness. We need to find out the cause(s) of these deaths and how to stop them, and are thrilled to donate \$2,000 towards important SUDEP research."

Honey is also helping to raise awareness and funds. She donated \$650 to SUDEP Aware and says, "When planning the merchandise for my recent album launch, I just knew my fans would love Maria's wonderful soaps. Maria and I worked together to develop two unique blends in support of SUDEP. I have the most terrific fans in the world and thanks to them we sold out of *all* the limited edition soaps in support of Maria's story and SUDEP research."

Tamzin Jeffs, cofounder of SUDEP Aware, adds: "Research into the cause of SUDEP is vital and urgent. It is solely thanks to fundraiser initiatives like 'Soap for SUDEP' that SUDEP Aware can award research grants to researchers. We need to improve our understanding of SUDEP and are extremely grateful to our families and their supporters for helping to make these grants possible." On August 1, 2019 SUDEP Aware is expected to announce its call for SUDEP research grant proposals from researchers.

More information about SUDEP and the work of SUDEP Aware can be found at: www.sudepaware.org

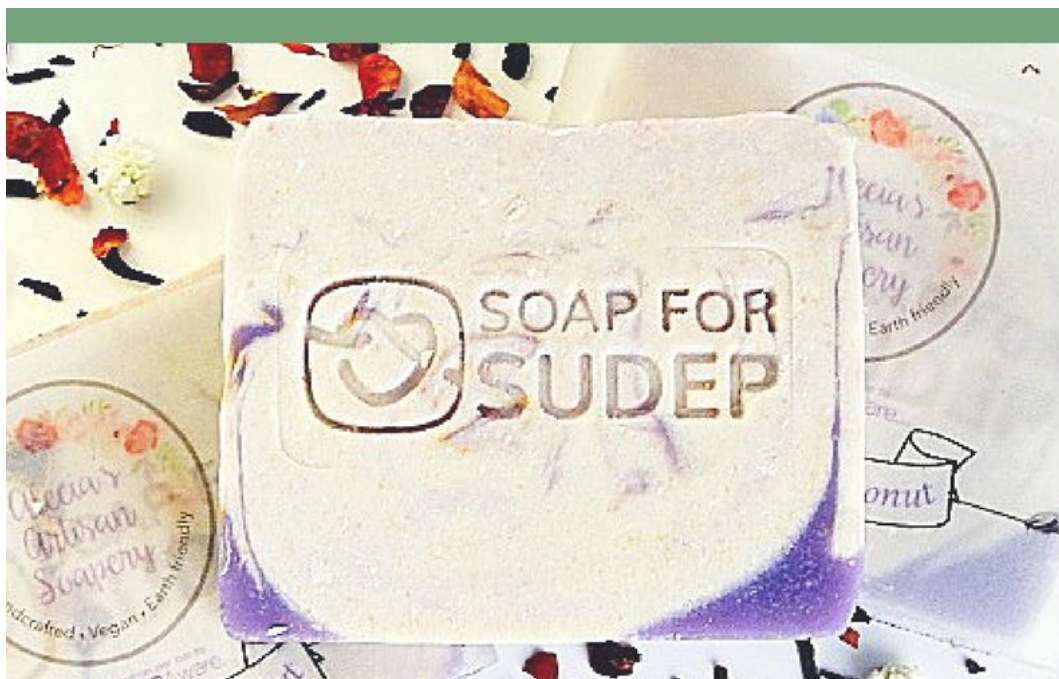
For Alecia's story and the 'Soap for SUDEP' campaign see: www.sudep.news/soap4sudep

'Soap for SUDEP' bars are available for purchase online at: www.aleciasoapery.com/shop

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AVAILABLE ONLINE
WWW.ALECIASOAPERY.COM



HAPPY SOAPING!
IN ALECIA'S HONOUR



\$1 TO SUDEP RESEARCH
WITH EACH BAR SOLD

.....
Sudden, Unexpected
Death in Epilepsy (SUDEP)
.....

Learn more @
 **SUDEP**Aware.org

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Photo: from the right, mom Maria DiPietrantonio-Lambert and her childhood friend, Canadian singer-songwriter, Francine Honey

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Photo: from the left, picture of Alecia, mom Maria DiPietrantonio-Lambert and SUDEP Aware's Tamzin Jeffs & Tanya Gallus

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Photo: from the left, picture of Alecia, mom Maria DiPietrantonio-Lambert and SUDEP Aware's Tamzin Jeffs

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¹ <https://www.sudepaware.org>

² <https://www.francinehoney.com>

³ <https://www.aleciasoapery.com>