



For Immediate Release

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## Disney+ for Life Can Save a Life

*Satisfying childhood dreams, honoring a famous celebrity, and raising money for a worthy cause – join Disney Channel and the Epilepsy Foundation on March 23 for a telethon that does it all.*

PHILADELPHIA, PA (February 10, 2020) – On March 23, Disney Channel and the Epilepsy Foundation unite to raise seizure awareness through “Blown Away: A Tribute to Cameron Boyce.” The telethon is dedicated to the work of late actor Cameron Boyce, who passed away from epilepsy in June 2019. During “Blown Away: A Tribute to Cameron Boyce,” the cast of Disney Channel’s original movie “Descendants” will take calls from viewers who wish to donate money to the foundation. The most generous donor will receive a lifetime subscription to Disney+.

The Epilepsy Foundation will produce commercial breaks, which include facts about epilepsy, people diagnosed sharing their stories, and healthcare professionals speaking on seizure first aid. “You’ll have the opportunity to satisfy your childhood dreams while learning,” Ellen Hobby, the Chief Operating Officer of the Epilepsy Foundation, comments. “We hope to inspire others to advocate for such a prominent disability.”

The telethon is named “Blown Away: A Tribute to Cameron Boyce” because of Cameron’s dedication to helping others, “A campaign like this would have shocked him,” Cameron’s mother says, “He always wanted to make a big impact and ‘Blown Away: A Tribute to Cameron Boyce’ will be bigger than he ever imagined.”

President of Disney+ Ricky Strauss is excited to support the foundation by offering the biggest donor a lifetime subscription to Disney+. He is also eager to show support to the Boyce family, “Our actors come first, and their challenges are our challenges.”

There will be a special focus on educating viewers about Sudden Unexpected Death in Epilepsy (SUDEP) and seizure first aid. SUDEP is the seizure condition Cameron passed away from; and knowing seizure first aid could have saved his life.

The televised works, composed of Boyce's most notable performances, will include shows and movies that appeal to all ages. For younger viewers, there will be select episodes of the sitcoms starring Boyce: *Jessie*, *Bunk'd*, *Jake and the Neverland Pirates*, *Austin & Ally*, *Shake It Up* and *Good Luck Charlie*. Older teens will appreciate his starring roles in all three *Descendants* movies. More mature viewers can enjoy watching him in *Paradise City* and *Runt*.

***About the Epilepsy Foundation:*** The Epilepsy Foundation is a nationwide organization that provides community services, public education, federal and local advocacy, seizure first aid training, and research into finding new treatments and therapies. The foundation was established in 1968 by Warren Lammert and its headquarters are in Landover, Maryland. Its mission is “to lead the fight to overcome the challenges of living with epilepsy and accelerate therapies to stop seizures, find cures, and save lives.” For more information about the Epilepsy Foundation, visit their website at <https://www.epilepsy.com/>.

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