



THE

30 at 30 Challenge

For Epilepsy Awareness



THE CHALLENGE

1 ADVENTURE ADVOCATE

Francesca Turauskis is the authority on the representation and inclusion of people with epilepsy in adventure. Diagnosed with epilepsy in 2015, Fran hiked the Camino de Santiago 2 years later, solo. In 2018, she founded *Seize Your Adventure*, a website and podcast that uses the power of adventure to spread epilepsy awareness.

30 DIFFERENT ADVENTURES

To celebrate turning 30 this year, Fran will be taking on 30 different adventure activities. Ranging from popular adventure sports, to endurance challenges (including a 100KM 2-day trail event), and out of the box suggestions such as bog-snorkelling, each adventure will expand the cross-section of adventure and epilepsy. For each challenge, she will work closely with the adventure sports providers to break down the misconceptions around epilepsy. Her coverage of each adventure will encourage those with epilepsy to join the adventure movement.

87 PEOPLE AFFECTED BY EPILEPSY

In the UK, **1 in 100** people have epilepsy, and **87 people** are diagnosed **every day**. To highlight this fact, Fran will be inviting 87 people with epilepsy, or someone close to them, to join her in the adventures. Epilepsy is a varied condition and each guest will bring different aspects of living with epilepsy to light. This will show a variety of ways activities might be adapted to meet personal needs and it will encourage others with epilepsy to find their own adventures.

12 MONTHS

The 30 at 30 Challenge will start in National Epilepsy Awareness Week UK 2019 (W/C 20th May). Fran and her guests will have one year to complete the challenge in time for her next challenge in National Epilepsy Awareness Week 2020!



francesca.turauskis@gmail.com



francescaturauskis.co.uk/30-at-30

THE ADVENTURER



Francesca Turauskis

Adventure & Epilepsy Advocate

Francesca Turauskis had her first seizure in her last year of university, but it was another four years before she was diagnosed with epilepsy in 2015. Two years later, she walked the Camino de Santiago in Spain, from San Sebastian to Santiago de Compostella, solo - a journey of nearly 500 miles. When she is not on adventures, she is telling stories about them. Her writing appears in Intrepid magazine, Oh Comely and Adventure Uncovered. In 2018, she founded Seize Your Adventure, a website and podcast that uses the power of adventure to spread epilepsy awareness. Fran is also a 'compelling and confident' public speaker, and her appearances include Yestival and Tales of Adventure.

Fran is a Media Volunteer for the epilepsy charities Epilepsy Society and Epilepsy Action, and in this role has spoken on platforms such as BBC London Radio about the condition. She is a 2019 Say Yes More ambassador.

As well as her personal experience, Fran will receive extra training for this challenge in epilepsy awareness, seizure management and emergency medication from the Epilepsy Society.

CONFIRMED GUESTS



THE ADVENTURES



RACE TO THE STONES
(for Young Epilepsy)



ICE CLIMBING



PACKRAFTING



NIGHT SCRAMBLE



FREEDIVING



WHITE WATER
RAFTING



RACE CYCLING



WILDLIFE
PHOTOGRAPHY



ALTITUDE HIKING



SURFING



ROWING



SNOWBOARDING



WILD SWIMMING



SUP



SAILING



SPRINT TRIATHLON



OCR



FORAGING



WINTERSKILLS



ORIENTEERING



HORSE RIDING



COASTEERING



KITESURFING



ARCHERY



MOUNTAIN BIKING



BOG SNORKELLING



OUTDOOR CLIMBING



3 x TBD



francesca.turauskis@gmail.com



francescaturauskis.co.uk/30-at-30

SPONSOR

The 30 at 30 Challenge for Epilepsy Awareness is your opportunity to be at the forefront of epilepsy inclusivity in adventure. Your support will not only be essential to making this unique project possible, but you will also benefit from some incredible publicity opportunities through the articles, podcasts and public speaking that will document this first-of-its-kind challenge.

ADVENTURE TASTER

If you are a provider of any of the sports on the list, you can get involved. By offering Fran and at least 1 guest a free activity taster, you will be encouraging others with epilepsy to take part in the activity you love. We can help you make it easier and safer to provide your services to others with epilepsy. In return you get:

- Your company name and logo in the 'Looking for a Sponsor' space on the 30 at 30 webpage
- Sponsored article, story or interview on the Seize Your Adventure website
- Company logo on slideshow for talks about the 30 at 30 project
- Bespoke epilepsy awareness conversations, with resources
- Social media coverage from Fran and guests

ADVENTURE SUPPORTER

If you would prefer to be a monetary sponsor, we can arrange a number of bespoke packages according to your needs, depending on the adventure. As well as any of the benefits from the previous tier, we can also arrange such returns as:

- Sponsored Seize Your Adventure podcast (includes show notes and transcript on website)
- Access to photo or video content from the adventure

BIG ADVENTURE SPONSOR

Three of the adventures (Altitude Hiking, Winterskills and Race to the Stones) are larger challenges that will be completed to raise funds for epilepsy charities. We are looking for sponsors to cover all of Fran's costs for the challenge, with any additional funds going towards the charity (a breakdown can be provided.) In return you will get:

- All of the benefits from previous tiers
- Greater media coverage on these adventures



francesca.turauskis@gmail.com



francescaturauskis.co.uk/30-at-30



THANK YOU

Your interest in this project helps raise
awareness of epilepsy through adventure

francesca.turauskis@gmail.com
francescaturauskis.co.uk/30-at-30