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**Actor Greg Grunberg, Fellow Celebrities & the Epilepsy Foundation  
Expand Web Site TalkAboutIt.org for Millions of Americans Affected by Epilepsy**

**New content encourages people with epilepsy to never settle for  
“good enough” when it comes to seizure management**

**WASHINGTON, DC and LOS ANGELES, June 8, 2010** – Greg Grunberg announced today that TalkAboutIt.org, a star-studded web site he created in association with the Epilepsy Foundation to educate people about epilepsy, was updated with new content around the importance of active seizure management.

When his oldest son Jake was diagnosed with epilepsy at the age of 7, Grunberg was devastated at how society reacted to people with the condition. He quickly realized that most people know very little about epilepsy, including basic information about what to do when someone has a seizure or how to respond when told that someone has epilepsy, because most people just don't Talk About It. Compelled to make a difference, Grunberg partnered with the Epilepsy Foundation to create TalkAboutIt.org (<http://www.TalkAboutIt.org>) so that people affected by epilepsy – from parents of children with the condition to adults with seizure disorders – would never feel isolated or afraid again. TalkAboutIt.org features celebrities, medical professionals and others discussing a variety of topics for people with epilepsy, their family and caregivers, as well as those who are not familiar with the condition. The Web site also provides an online community where people can ask questions and share experiences.

**New Platforms**

The subway-themed TalkAboutIt.org was updated with new “platforms” called “Know Your Options” and “Switching Medication”, featuring Grunberg as well as Jesse Spencer, star of House, MD. At the “Know Your Options” platform, Grunberg shares his experience working with doctors to manage his son's seizure disorder.

“A lot of people – and I used to be one of them – think one or two seizures a day is good enough control, but it's not. Even one seizure is too many,” said Grunberg. “Since Jake was diagnosed with epilepsy, my wife and I have learned a lot about the challenges of the condition and the need to find and speak to an epileptologist, a physician with specific expertise in epilepsy, to help manage his seizures.”

Spencer's segment focuses on the importance of prescription protection. He urges people to take an active role in preventing medication switching by making sure they bring home, from the pharmacy, the medication their doctor prescribed, looking at the medicine and speaking up if they have any questions of the pharmacists. Unfortunately, this does not always happen.

“We have strongly urged the Food and Drug Administration to inform patients and their doctors about the possible dangers of medication switching. We're calling on the FDA to do more research into this matter and to develop a standard that ensures equivalency and safety for all patients,”





said Eric R. Hargis, president and CEO of the Epilepsy Foundation. “We are elated that Greg is continuing his role as an outstanding advocate for our community and sharing this important message.”

Grunberg collaborated with the Epilepsy Foundation and its professional advisory board of epilepsy experts to create the medical presentations on the site, and ensure the most accurate and timely information is available to site visitors.

Talk About It currently plays messages from such stars as The Osbournes, Kristin Bell, Jennifer Garner, Hayden Panettiere, Dr. Drew, Jason Bateman, John Mayer, Milo Ventimiglia, Adrian Pasdar, Hugh Laurie, Stan Lee, Jack Black, John Elway, Sean Hayes, Zachary Quinto, Chris Pine, Scott Grimes, Bob Guiney, Ali Larter, Natalie Maines, Ron Rifkin, Jason Lee, the casts of both *Lost* and *Heroes*, and many others. Throughout 2010, the site will be updated with additional new celebrity appearances including Joe Mantegna of *Criminal Minds*, Bryan Cranston of *Breaking Bad* and Zachary Levi from *Chuck*.

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#### **About Epilepsy**

When a person has two or more unprovoked seizures, they have epilepsy, which affects 3 million people in the United States and 40 to 50 million people worldwide. This year, another 200,000 people in our country will be diagnosed with epilepsy. To date, there is no known cure.

#### **About the Epilepsy Foundation**

The Epilepsy Foundation, a national non-profit with affiliated organizations throughout the United States, has led the fight against epilepsy since 1968. The Foundation’s goals are to ensure that people with seizures are able to participate in all life experiences; and to prevent, control and cure epilepsy through services, education, advocacy and research, so not another moment is lost to seizures. For additional information, please visit [www.epilepsyfoundation.org](http://www.epilepsyfoundation.org).

#### **About Greg Grunberg**

Greg Grunberg, whose oldest son has seizures, is a vigorous advocate for epilepsy awareness on the national stage and in the Los Angeles area. Grunberg serves as spokesperson for the Epilepsy Foundation’s annual National Walk for Epilepsy in Washington, DC. He also is an active supporter of the Pediatric Epilepsy Project at UCLA and of Rush University Medical Center in Chicago. Grunberg, who has a new NBC television series coming out this fall called *Love Bites*, is best known for starring roles on television series *Felicity*, *Alias*, and *Heroes*.

#### **About TalkAboutIt.org**

TalkAboutIt.org, created by Greg Grunberg in collaboration with the Epilepsy Foundation, is not a pharma site, it is designed to end misperceptions and misunderstandings about epilepsy. The site features celebrities of television, film and music talking about epilepsy awareness and proper seizure first aid. TalkAboutIt.org also hosts an online community where the public can post videos, photos, stories and make other creative contributions highlighting their participation in the ‘Talk About It’ Promise – to raise epilepsy awareness and end stigma in communities throughout America and around the globe.

