



THE BC EPILEPSY SOCIETY LAUNCHES DOCUMENTARY THIRD EPISODE “UNASHAMED AND UNAFRAID: THE ALLISON HEGEDUS STORY”

Vancouver, BC – UNASHAMED AND UNAFRAID: The Allison Hegedus Story is the third episode of the BC Epilepsy Society’s What If ... Documentary Series™.

The launch of the third episode follows the successful launches of their first episode, FAILURE: The Black Mark on Canadian Health Care – which has over 9,700 views and can be viewed [here](#) – and their second episode, PRISONER OF PURGATORY: The Jared Ricks Story – which has over 25,000 views and can be viewed [here](#).

The What If ... Documentary Series™ was born out of necessity to highlight the lack of action from the BC Provincial Government and includes the Society’s unsuccessful efforts to meet with government over a period of 26 months. Kim Davidson, the CEO & Executive Director of the BC Epilepsy Society and the Founder of the international I AM A VOICE for Epilepsy Awareness™ campaign is the Creator and Producer of the What If ... Documentary Series™. The adult epilepsy crisis in British Columbia is ongoing and patients continue to die while waiting years for the treatment and care they need.

The third episode discusses the inspiring story of Allison Hegedus, President of Vida Spas. Viewers can learn about Allison’s successful career journey at Vida Spas with Bruce Croxon, formerly of Dragons’ Den, showing the gold standard for employer-employee relationships and the way in which employers should support their employees living with chronic health conditions.

Viewers can also learn about Allison’s journey with epilepsy, including her diagnosis with epilepsy at the age of 18 and the fact that she had to go out of province to Ontario for both diagnostic testing and epilepsy brain surgery due to the lack of access to epilepsy programs and surgery within the adult epilepsy program in British Columbia.

Please click [here](#) to watch UNASHAMED AND UNAFRAID: The Allison Hegedus Story, the third episode of the What If ... Documentary Series™.

During the month of October, additional episodes of the What If ... Documentary Series™ will be launched on the BC Epilepsy Society YouTube Channel and website.

Please note that Allison’s book, Unashamed and Unafraid: My Journey with Epilepsy, will be released online in December 2020. Allison has chosen to donate 100% of proceeds of the book back to the BC Epilepsy Society.

Media Contact:

Kim Davidson, CEO & Executive Director
BC Epilepsy Society
604-875-6704 Ext. 3
kim@bcepilepsy.com