

Our partnership with Saga Homecare

Alzheimer's Society is delighted to announce that Saga Homecare will be sponsoring [Dementia Awareness Week? 2012](#). The week, which runs from 20 May until 26 May, is our flagship awareness raising event.

Together Alzheimer's Society and Saga Homecare hope to maximise awareness and understanding of [dementia](#) across the UK.

Saga Homecare, part of the larger Saga group, provides care at home for people who want to maintain their [independence](#) and stay in their own homes.



'We are delighted to be partnering Alzheimer's Society in raising awareness of dementia. Saga Homecare has extensive experience of providing ongoing [support](#) to people with this condition and we will harness our nationwide resources to help Alzheimer's Society make an impact with this worthwhile campaign over the coming weeks and months.'

John Ivers, Chief Executive Saga Homecare

The theme of Dementia Awareness Week? is [Remember the person](#), a campaign which encourages people to look beyond a person's condition and remember the person behind the disease.

With Saga Homecare's support, we hope to make this year's Awareness Week the biggest yet, and will be encouraging people to take the time to learn a bit more about dementia. We have published [five things that everyone should know about dementia](#), and will be asking our supporters to read and share these during the week, as well as taking part in our [Tea Party fundraising campaign](#).

Saga Homecare staff will be helping to make Dementia Awareness Week? a huge success this year by getting involved in a range of fundraising and awareness raising activities during May. Staff will also be supporting a number of [local Alzheimer's Society Awareness events](#), helping to make a big impact, raise funds and increase the profile of dementia in our shared communities.

'This is going to be a really exciting partnership. Partnering with Saga Homecare means

we'll be able to reach even more people this [Dementia Awareness Week](#).?Together we can tackle the misunderstanding surrounding dementia and ensure people with the condition are treated with the dignity and respect they deserve.'

Jeremy Hughes, Chief Executive of Alzheimer's Society

- [Find out how you can get involved in Dementia Awareness Week?](#)
- [Find out more about Saga Homecare](#)

Alzheimer's Society National Dementia Helpline

England, Wales and Northern Ireland: 0300 222 11 22

9.00am-5.00pm Monday-Friday

10.00am-4.00pm Saturday-Sunday

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