**\*\*All adapted press releases need to be sent to your regional Media Officer or Media Manager for sign off before being sent out to press – please email** [**RegionalPress@alzheimers.org.uk**](mailto:RegionalPress@alzheimers.org.uk)**\*\***

**Date: DAY/MONTH/YEAR**

**Contact: NAME / NUMBER**

**For Immediate Release**

**News Release**

**(Insert name of area) man/ woman (delete as appropriate) set to (brief catchy description of activity, e.g. pedal their way from London to Paris, or run a marathon) for Alzheimer's Society**

(Insert participant name, age) of (town) has taken up the challenge of (brief and bold description of activity) to raise money for Alzheimer’s Society.

(Insert name and age) aims to raise more than (amount) by (enter brief details described in a bold and catchy way, for example, trekking the Cornish Coast, from Wednesday 21 September. Don’t forget to include details of anything quirky/interesting/funny that you have planned for the event e.g. fancy dress).

(Name) said: “I have decided to take part in this challenge for Alzheimer’s Society because (insert details of why the challenge is so important to you, for example do you have a personal link with dementia?).”

“It’s great to think that I will be raising funds to help support people living with dementia now and to fund research to one day find a cure for dementia..”

Jade Smith, Senior Running Events Fundraising Manager for Alzheimer’s Society said welcomed (insert participant name’s) decision to help raise money for the charity. He/she said:

“It’s wonderful that (name) is giving her/his (delete as appropriate) time to support Alzheimer’s Society. Dementia devastates lives, but dementia won’t win. Until the day we find a cure, Alzheimer’s Society we will be here to support anyone affected by dementia, where ever they are, whatever they’re going through. We need more people like (name) to join us now and unite against dementia.”

To sponsor (name) please visit (enter your fundraising website address if you have one).

From running your local 5K to trekking Machu Picchu, and cycling from London to Brighton to parachuting, Alzheimer's Society has a fantastic range of events both in the UK and abroad. Unite with us *now* at [www.alzheimers.org.uk](http://www.alzheimers.org.uk)

- Ends -

**Please send a photograph with press release**

Caption for photograph: (Full names of people in photograph) plans to take part in (event) and raise (amount) for Alzheimer’s Society.

**Notes to Editors:**

* Alzheimer's Society is the UK's leading dementia charity. We provide information and support, fund research, campaign to improve care and create lasting change for people affected by dementia in England, Wales and Northern Ireland.
* Dementia devastates lives. Alzheimer’s Society research shows that 850,000 people in the UK have a form of dementia. By 2021, 1 million people will be living with the condition. This will soar to two million by 2051.
* Dementia deaths are rising year on year and 225,000 will develop dementia this year - that’s one every three minutes.
* Dementia costs the UK economy over £26 billion per year. This is the equivalent of more than £30,000 per person with dementia.
* Alzheimer’s Society funds research into the cause, care, cure and prevention of all types of dementia and has committed to spend at least £150 million on research over the next decade. This includes a £50 million investment in the UK's first dedicated Dementia Research Institute.
* Until the day we find a cure, Alzheimer's Society will be here for anyone affected by dementia - wherever they are, whatever they're going through. Everything we do is informed and inspired by them.
* Let's take on dementia together. Volunteer. Donate. Campaign for change. Whatever you do, unite with us against dementia.
* Alzheimer’s Society relies on voluntary donations to continue our vital work. You can donate now by calling 0330 333 0804 or visiting [alzheimers.org.uk](http://www.alzheimers.org.uk/)
* Alzheimer’s Society provides a National Dementia Helpline, the number is 0300 222 11 22 or visit alzheimers.org.uk
* Follow us on Twitter and Instagram @alzheimerssoc
* Like us on Facebook
* Alzheimer’s Society YouTube channel [www.youtube.com/AlzheimersSociety](http://www.youtube.com/AlzheimersSociety)