**\*\*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\*\***

**Date: DAY/MONTH/YEAR**

**Contact: NAME / NUMBER**

**For Immediate Release**

**News Release**

**(Insert name and raises (insert amount raised) for Alzheimer's Society by (bold description of your fundraising activity)**

(Enter name and age), from (town), took on the challenge of the (event name) to raise vital funds for Alzheimer’s Society on (date of the event).

(Name), (enter brief details described in an bold and catchy way, for example, Sarah pounded the pavements of Norwich in the annual 10k run, which saw 500 runners take over the streets of the town on Wednesday. Don’t forget to include details of anything quirky/interesting/funny that happened at event e.g. if you were in fancy dress).

(Name) said: “I really enjoyed the event and (insert brief details of how event went). (Include information about why you took part in this challenge for Alzheimer’s Society, for example do you have a personal link with dementia?) I’m really proud that my efforts will help Alzheimer’s Society be there for more people affected by dementia and create a lasting change.”

Kiera Ridge, Senior Challenge Events Fundraising Manager said: “We are extremely grateful to (name) for all of the time and energy he/she put into this (name of event) for Alzheimer's Society.

“Dementia is now the UK’s biggest killer, with someone developing it every three minutes. Too many people are facing dementia alone without adequate support but Alzheimer’s Society is here to change that. We urgently need to find a cure, improve care and offer help and understanding for people affected, but to do this we need more people like (name) to join us and unite against dementia.”

It’s not too late to sponsor (name). If you would like to sponsor him/ her please visit (enter your website address if you have one or details of where to donate).

Feeling inspired by (name)? From running your local 5K, trekking the Yorkshire 3 Peaks, and cycling from London to Paris to skydiving, there are plenty of ways to fundraise for Alzheimer’s Society. 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) took part in (event) and raised (amount) for Alzheimer’s Society.

- Ends -

**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)