**IMMEDIATE RELEASE – Tuesday, April 3rd 2018**

**Pictures attached**

**DÁITHÍ Ó SÉ SAYS THERE ARE 55,000 GOOD REASONS TO PUT THE KETTLE ON FOR THE ALZHEIMER SOCIETY OF IRELAND’S TEA DAY ON MAY 3rd**

RTÉ presenter and Rose of Tralee host, Dáithí Ó Sé, enjoyed afternoon tea on board the Vintage Tea Tour Bus in Dublin to mark the launch of Alzheimer’s Tea Day.

Alzheimer’s Tea Day**,** which is held on Thursday, May 3rd, is the Alzheimer Society of Ireland’s (ASI) largest annual fundraising campaign, supported for the third year by Medtronic, a global leader in medical technology.

Since the very first Alzheimer’s Tea Day in 1994 almost €8 million has been raised to provide essential support to the 55,000 people living with dementia in Ireland today. Every year, thousands of people host tea parties in their homes, offices and schools – this year we are asking you to join them. All funds that are raised locally from Tea Day events will stay locally.

There is nothing we Irish love more than sharing a cup of tea with friends and families, where the issues of the day are discussed. With one in two people in Ireland knowing someone who has been diagnosed with dementia, calling around for a cup of tea is also a great way to bring a little light into the day of someone who may be isolated in their own community.

The ASI is the national leader in advocating for and providing dementia-specific supports and services. Each year it provides more than one million hours of community-based dementia-specific care throughout Ireland.

**Dáithí Ó Sé said:** “I’m delighted to support Alzheimer’s Tea Day again this year for a third year running.  There are 55,000 people living with dementia in Ireland today, so that’s 55,000 good reasons to get the kettle on. What alarms me is that this number is set to double in the next 20 years. By taking part in this campaign you are helping to raise vital funds and awareness of a condition that is affecting so many of our family, friends and neighbours. What’s important to remember is that money raised locally stays locally, so by getting involved you’ll be supporting your own community.”

**Bronwyn Brophy, Vice President EMEA, Early Technologies with Medtronic said:** “Medtronic is proud to support the Alzheimer Tea Day campaign, which has played a significant role over many years in boosting public awareness of the disease. Tea Day is supported through the Medtronic Healthy Communities Fund, which promotes healthcare and well-being in communities, in line with the Government’s ‘Healthy Ireland’ framework. Our partnership is enhanced by the support of our Irish employees who have dedicated much time and energy to a cause close to the hearts of many families in the communities where we operate.”

**The Alzheimer Society of Ireland CEO Pat McLoughlin said:**“Alzheimer’s Tea Day raised €470,000 last year thanks to our wonderful Tea Day hosts and all those who attended and supported events around the country. Thanks so much to everyone who was involved. We are delighted that Medtronic are with us again this year – their support has been vital. The funds that Tea Day generates make a real and lasting difference to the lives of people in local communities living with dementia and their family carers.

“We are asking everyone to please support our Tea Day 2018 this year – you can host an event, attend an event or donate via [www.teaday.ie](http://www.teaday.ie/).  All funds raised by this fundraising campaign that are raised locally will stay local and will help to support vital lifelines across our range of services including Day Care, Home Care, Family Carer Training, Dementia Advisers and our Alzheimer National Helpline.

“It is estimated that there are 55,000 people with dementia in Ireland and for every one person with dementia three others are directly affected. The number of people with dementia is expected to more than double over the next 20 years to 113,000 in 2036. It is obvious that this is a pressing issue that the Government must start to take seriously.”

**For more information or to register for Alzheimer’s Tea Day fundraising pack, visit** [**www.teaday.ie**](http://www.teaday.ie) **or call (01) 207 3800.**

**Ends**

**Picture caption:** Dáithí Ó Sé with Inès Brophy O'Connor (age 5).

**For more information, please contact Paul O’Connell on 087 9862691 or** [**paul.oconnell@alzheimer.ie**](mailto:paul.oconnell@alzheimer.ie)

**Notes to the Editor:**

The number of people with dementia in Ireland is expected to more than double over the next 18 years, from 55,000 today to 113,000 in 2036.

* Dementia is an umbrella term used to describe a range of conditions which cause changes and damage to the brain.
* Dementia is progressive. There is currently no cure. Dementia is not simply a health issue but a social issue that requires a community response.
* The majority of people with dementia (63%) live at home in the community. Over 180,000 people in Ireland are currently or have been carers for a family member or partner with dementia with many more providing support and care in other ways.
* Each year over 4,000 people develop dementia. That’s at least 11 people every day and anyone can get dementia - even people in their 30s/40s/50s.
* 1 in 10 people diagnosed with dementia in Ireland are under 65.
* The overall cost of dementia care in Ireland is just over €1.69 billion per annum; 48% of this is attributable to family care; 43% is accounted for by residential care; formal health and social care services contribute only 9% to the total cost.
* The Alzheimer Society of Ireland National Helpline is open six days a week Monday to Friday 10am–5pm and Saturday 10am–4pm on 1800 341 341.
* Figures referenced to Cahill, S. & Pierce, M. (2013) *The Prevalence of Dementia in Ireland*

**About Medtronic:**

Medtronic plc ([www.medtronic.com](http://www.medtronic.com/)), headquartered in Dublin, Ireland, is among the world’s largest medical technology, services and solutions companies – alleviating pain, restoring health and extending life for millions of people around the world. Medtronic employs more than 88,000 people worldwide, serving physicians, hospitals and patients in approximately 160 countries. The company is focused on collaborating with stakeholders around the world to take healthcare Further, Together.

**About Tea Day:**

Alzheimer’s Tea Day, which is held on Thursday, May 3rd 2018 is the largest annual fundraising campaign in The Alzheimer Society of Ireland’s (ASI) calendar and is supported for the third year running by Medtronic. Since the very first Alzheimer’s Tea Day in 1994 almost €8 million has been raised to provide essential support to the 55,000 people living with dementia in Ireland today. Every year thousands of people host tea parties in their homes, offices and schools. This year we’re asking you to join them and register to host your very own Tea Day. For more information, go to [www.teaday.ie](http://www.teaday.ie)

**Ends**