**THURSDAY, SEPTEMBER 20th 2018 – EMBARGO UNTIL MIDNIGHT**

**THE ALZHEIMER SOCIETY OF IRELAND LAUNCHES NEW COLLECTIBLE COOKBOOK ‘A TASTE TO REMEMBER’ TO MARK WORLD ALZHEIMER’S DAY 2018**

**\*PHOTOS ATTACHED**

The Alzheimer Society of Ireland will mark World Alzheimer’s Day 2018 with the launch of a new collectible cookbook ‘A Taste to Remember’ – a book that features recipes from people with dementia, family members, volunteers and our staff. The book also features recipes from leading Irish chefs including Darina Allen, Clodagh McKenna, Catherine Fulvio and Simon Delaney.

As we mark World Alzheimer’s Day 2018, we all should spare a thought for the thousands of families living with dementia in Ireland today. This cookbook perfectly illustrates their reality – sharing meals, stories and memories together in good times and bad. The personal stories in this book describe family and friends and how in society we must all support each other.

This cookbook offers people a platform to allow awareness-building and perception-changing of dementia, given that a lack of understanding and stigma is still rife. Having people speak about their own lives and experiences creates a better understanding of the unique experiences of people living with dementia.

People from all around Ireland were invited to share a precious recipe that reminded them of their childhood or a special time and place and a revealing story behind the recipe.

**Chair of The ASI Cavan Branch Carole Beattie, who contributed a recipe for Sweet and Sour Chicken to the book, said:**

“My husband Jack was a lovely, gentle soul and we had many humorous moments along his Alzheimer’s journey. Not least was when he started to forget my name and started thinking that I was his mother. She was a lovely Scottish lady called Dora and she was a great baker. Unfortunately my talents did not come close. His favourites were her sweet and sour chicken, gingerbread and his very special favourite Lemon Pudding. This sweet and sour chicken recipe was passed down to Dora from her own mother who used it a great deal during the second world war when meat was rationed.

“I think she adapted it as provisions became scarce but when the whole family moved to Ireland in the fifties, the chicken recipe came too and it was made many times for my husband when he was growing up. They even named it Dora’s tasty chicken bake! I tried as best as I could to replicate her masterpieces, but no matter how hard I tried, I never quite matched up and he told me so! Although he forgot who I was, he never forgot the tastes of his childhood.”

World Alzheimer’s Month in September is an opportunity to build understanding about a health issue that will affect more and more people as the years pass, while encouraging crucial efforts to support those already affected by dementia around the world.

The campaign creates a public awareness about how countries can dramatically increase care and support for, and awareness and diagnosis, research and treatment of dementia.

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 and the number of people with dementia is expected to more than double over the next 20 years to 113,000 in 2036.

There are approximately 4,000 new cases of dementia annually in Ireland.  
  
The book will be available in bookshops nationwide from Friday, September 21st and the can also be ordered online today via [www.tastetoremember.ie](http://www.tastetoremember.ie)  
  
The launch event, which will be attended bypeople with dementia, family carers, staff and volunteers, will be taking place today The Pepper Pot, First Floor Terrace, Powerscourt Townhouse centre, Dublin 2 between 6.30pm-8.30pm.

**The Alzheimer Society of Ireland CEO, Pat McLoughlin said:**

“We are very excited to launch this unique and beautiful cookbook which is packed with personal, mouth-watering recipes and memorable stories from clients, families, staff and volunteers of The Alzheimer Society. We invited people from all around Ireland to share a precious recipe that reminded them of their childhood or a special time or place – and a revealing story behind the recipe. The result is fantastic – well done to everyone involved. The book also features recipes from Ireland’s elite chefs including Darina Allen and Clodagh McKenna. We are very grateful for their support.

“The book is packed with fantastic and interesting recipes and they offer a secret window into people’s experience, values and personality. In fact, recipes, handed down from generation to generation, are little social histories. Memory triggers. Every recipe has a hidden love story. Food gives us physical and social sustenance. And stories are the nutrition of life and conversation. People will be physically nourished and emotionally enriched.”

**Further Information:**

For all media enquiries, please contact The Alzheimer Society of Ireland Communications Manager Cormac Cahill on 0860441214.

**Notes to the Editor:**

**● World Alzheimer’s Month 2018**

World Alzheimer’s Day (21st September) was launched in 1994 to mark the 10th anniversary of Alzheimer’s Disease International (ADI) and has grown significantly since then. World Alzheimer’s Day 2017 was observed in over 80 countries and World Alzheimer’s Month continues to attract the support of Alzheimer and dementia associations around the world.

The theme for this year’s World Alzheimer’s Month campaign is Every 3 seconds. Alzheimer Disease International (IDA) is encouraging people all around the world to understand the importance of recognising dementia as a disease and challenging the stigma that surrounds the condition. By focusing on this statistic, they are emphasising the huge global impact of dementia worldwide.

World Alzheimer’s Month is an opportunity to raise awareness about a health issue that will affect more and more people as the years pass, while encouraging crucial efforts to support those already affected by the disease around the world.

The number of people living with dementia around the world is expected to almost double every 20 years, reaching 152 million by 2050. The global cost of dementia is over $US one trillion in 2018, exceeding the market value the world’s largest companies including Apple and Microsoft.

Two out of every three people globally believe there is little or no understanding of dementia in their countries. The impact of World Alzheimer's Month is growing, but the stigmatisation and misinformation that surrounds dementia remains a global problem that requires global action.

**● The Alzheimer Society of Ireland**

The Alzheimer Society of Ireland (ASI) is the national leader in advocating for and providing dementia-specific supports and services and each year the organisation provides more than one million hours of community-based dementia-specific care throughout Ireland. A national non-profit organisation, the ASI is person centred, rights-based and grassroots led with the voice of the person with dementia and their carer at its core. The ASI also operates the Alzheimer National Helpline offering information and support to anyone affected by dementia at 1800 341 341 and provides a number of others supports and services to people with dementia and their carers across Ireland including 51 Day Care Centres and one Respite Care Centre. The ASI also provides Home Care, Family Carer Training, Dementia Advisers, Alzheimer Cafes and Social Clubs.

**● Dementia: Understand Together campaign**

Dementia: Understand Together is a public support, awareness and information campaign led by the HSE, working with the Alzheimer Society of Ireland and Genio, that aims to inspire people from all sections of society to stand together with the 500,000 Irish people whose families have been affected by dementia. For more information on dementia, and the services and supports available, Freephone 1800 341 341 or visit [www.understandtogether.ie](http://www.understandtogether.ie)

**About dementia:**

• The number of people with dementia in Ireland is expected to more than double over the next 20 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 is 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

*Figures referenced to Cahill, S. & Pierce, M. (2013) The Prevalence of Dementia in Ireland*