**IMMEDIATE RELEASE – FRIDAY, 9th NOVEMBER 2018**

**THE ALZHEIMER SOCIETY OF IRELAND’S NATIONWIDE MEMORY RIBBON DAY TAKING PLACE ACROSS IRELAND ON NOVEMBER 22nd**

***\*Picture of Ronan Smith and Kathy Ryan attached***

The Alzheimer Society of Ireland’s annual nationwide Flag Day collection Alzheimer’s Memory Ribbon will be taking place in every county in Ireland on Thursday, November 22nd.

The Memory Ribbon campaign is calling on the public to share treasured memories of their loved ones affected by dementia while donating to this worthy cause.

By sharing a memory and donating €3 to the ASI, members of the public can give a gift that will change lives as every donation made will go directly towards providing vital services to people living with dementia and the loving families who support them.

Members of the public can either buy a Memory Ribbon pin from one of our staff members or volunteers around the country on Thursday, November 22nd or on [www.alzheimer.ie](http://www.alzheimer.ie)

Over 700 local volunteers from all over the country – including a number of local schools, men’s sheds, corporate partners and Irish Countrywomen Association – will be selling Memory Ribbon pins at €3 each which will be sold on the streets in communities, towns and cities all over Ireland.

Our Mobile Information Bus Service, which is run by trained staff and volunteers and creates a unique opportunity to increase awareness about dementia, will be in Bray, Co Wicklow on the day with staff ready to answer questions from members of the public and volunteers selling memory ribbons.

The renowned CÓRus Choir will also be preforming outside the Gaiety Theatre from 1.00pm and The People’s College Choir will be performing in Jervis Street Shopping Centre from 12.00pm.

**The Alzheimer Society of Ireland’s Head of Fundraising Mairéad Dillon said:**

“Dementia has a devastating impact on families. Services like home care, day care and support groups help thousands of people to cope. The Alzheimer Society of Ireland is under-funded and the demand for services is increasing all the time, so we really need support this Christmas if we are to maintain vital services for those desperately needing them.

“By sharing a memory and donating €3 to the Alzheimer Memory Ribbon campaign, members of the public will be giving a gift that will change lives. Every €3 donated will go directly towards providing vital services to people living with dementia and the loving families who support them.

“Every ribbon that members of the public buy will go directly to help fund vital services, like our 51 day care centres around the country which provide specialist care for people with dementia or our home care service which provides trained dementia care workers for people in the comfort and security of their own homes.”

**For more information, please contact ASI Communications Manager, Cormac Cahill on 086 044 1214 or** [**cormac.cahill@alzheimer.ie**](mailto:cormac.cahill@alzheimer.ie)

**Notes to the Editor:**

**The ASI provides the following services:**

• National Helpline

• Social Clubs

• Support Groups

• Day Care Services

• Home Care

• Dementia Advisor Service

• Mobile Information Bus

**Helpline:** 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.**  
 **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 progressive. There is currently no cure. Dementia is not simply a health issue but a social issue that requires a community response.
* 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.
* 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*