**IMMEDIATE RELEASE – THURSDAY, JANUARY 31st 2019**

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**LIFESTYLE, TRAVEL AND FASHION BLOGGER LOUISE COONEY REACHING OUT TO YOUNGER GENERATION TO BE DEMENTIA AWARE AND SUPPORT DENIM DAY FUNDRAISER**

Blogger Louise Cooney wants younger people to get talking about dementia and join her as she supports The Alzheimer Society of Ireland’s annual Denim Day for Dementia fundraising campaign which will be held on Friday, March 8th with a target of raising €25,000 for vital dementia services.

In its third year, the Denim Day for Dementia campaign is asking everyone from around Ireland to wear their denims – to crèche, school or to their place of work – on the day and donate just €2 to support the 55,000 people living with dementia and their carers.

In order to maintain these services, The ASI must raise over €3 million every year and with 4,000 new diagnoses of dementia each year, the pressure on services is growing day by day. One in 10 people diagnosed with dementia in Ireland today is under the age of 65.

Louise Cooney is calling on people to don their denims to help raise much-needed funds for continued ASI supports and services. Members of the public can order their Denim Day for Dementia Pack by registering online at www.alzheimer.ie or by contacting our fundraising team on (01) 2073848.

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.

The ASI provides supports and services in local communities around Ireland and provides a range of services including day care, home care, family carer training, social clubs and Alzheimer Cafes.

**Lifestyle, Travel & Fashion Blogger Louise Cooney said:**

“I’m delighted to be showing my support for the Denim Day for Dementia fundraising campaign which will help thousands of families living with dementia in Ireland. Dementia is something that is very close to my heart and I want to get younger people talking about the impact of dementia on society; it’s one of the biggest health challenges that we are facing. 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. Please support Denim Day for Dementia and help raise much-needed funds and public awareness for people with dementia around the country. I will be wearing my denims on Friday, March 8th and I encourage everyone to do the same.”

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

“We are so pleased that Louise Cooney has come on board for Denim Day for Dementia this year. We’re very grateful to Louise for taking time out of her busy schedule to assist The Alzheimer Society of Ireland to raise much-needed funds for people with dementia and helping us bring the subject of dementia out of the shadows. Fundraising is essential for the charity so we can keep our vital supports and services going each year – services that include our National Helpline, Social Clubs, Support Groups, Day Care Services, Home Care, Dementia Advisor Service and our Mobile Information Bus. The ASI cannot keep these services going without the support of the public and they are looking to raise €25,000 with Denim Day this year – so please, everyone, wear your denims on Friday, March 8th and support the 55,000 people living with dementia in Ireland today.”

**ENDS**

**For more information contact The Alzheimer Society of Ireland Communications Manager Cormac Cahill on 086 044 1214 or** **cormac.cahill@alzheimer.ie**

**About The Alzheimer Society of Ireland (ASI):**

The 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.

**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.
**Website:** [www.alzheimer.ie](http://www.alzheimer.ie/)
**Twitter:** @alzheimersocirl
**Facebook:** [www.facebook.com/TheAlzheimerSocietyofIreland/](http://www.facebook.com/TheAlzheimerSocietyofIreland/)

**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*

**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)