**IMMEDIATE RELEASE – TUESDAY, 12th MARCH 2019**

***\*Pictures attached***

**THE ALZHEIMER SOCIETY OF IRELAND’S NEW PARTNERS CAPITAL CREDIT UNION MAKING STAFF AND MEMBERS MORE DEMENTIA AWARE – STARTING WITH BRAIN AWARENESS WEEK**

The Alzheimer Society of Ireland (ASI) is delighted to announce a new partnership agreement with Capital Credit Union with the aim of raising much-needed funds for dementia-specific services while also increasing public awareness of dementia among its staff, volunteers and members in south Dublin – starting during Brain Awareness Week 2019 (11th – 17th March).

As part of the partnership agreement, Capital Credit Union has already made an initial donation of €1,000 and will be raising further funds throughout the year with a number of internal fundraising events such as staff breakfasts and raffles planned. Staff members will also be running in the Women’s Mini Marathon to raise funds for the charity.

In addition to this, Capital Credit Union will be offering information about dementia, brain health and how to find dementia supports and services in the local area at their eight branches in the heart of local communities across south Dublin. They will also be promoting the charity online, in-branch and internally with leaflets and posters and cash collection boxes will be installed.

During Brain Awareness Week, which aims to raise awareness of neurological conditions such as dementia in Ireland, Capital Credit Union will be disseminating ASI brain health information leaflets available at its eight branches to help people’s understanding of looking after your brain, keeping your brain healthy and living with dementia.

Support from partners such as Capital Credit Union is a vital part of The ASI’s fundraising and helps the charity to continue to provide dementia-specific services and supports and to advocate for the rights and needs of all people living with dementia and their carers across Ireland.

Capital Credit Union has over 50,000 members and eight branches across south Dublin which are located in Dundrum, Ballinteer, Knocklyon, Sandymount, Sandyford, Drimnagh, St Kevin’s, Francis St and there is a new one opening in Leopardstown this month. Capital Credit Union, which has a community focus, has been a very generous sponsorship of local community groups including sporting, educational, environmental and charity-based groups.

The ASI is rooted in local communities with local day centres, our Mobile Information Service and Dementia Advisers and with this partnership can ensure that the charity brings awareness of dementia, our advocacy work and information helpline to the wider community in south Dublin.

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

“We are delighted that Capital Credit Union has decided to come on board as a corporate partner and will be taking part in a number fundraising activities and information initiatives that will help the communities that they serve to become more dementia aware. In addition to the awareness-raising of dementia, the money that will be generated will make a real and lasting difference to the lives of people in local communities living with dementia in the greater Dublin area and beyond. The money raised will also help to support vital lifelines across our range of services including Day Care, Home Care, Family Carer Training and Dementia Advisers. One in three of us will know someone who has been diagnosed with dementia that could be your mother, father, uncle, aunt, sibling or friend.”

**Capital Credit Union CEO Gerry McConville said:**

“Capital Credit Union is proud to work with such a renowned and respected charity as The Alzheimer Society of Ireland throughout 2019. The Alzheimer Society of Ireland was chosen by our staff as a charity that was close to our hearts and deserving of extra help this year. We look forward to working with them through various fundraising events and information awareness campaigns to increase their profile and capacity. This is an extremely worthwhile cause and we are happy to be on this journey with them.”

**Further Information:**

For all media enquiries, please contact The Alzheimer Society of Ireland Communications Manager Cormac Cahill on 086 044 1214.

**NOTES TO THE EDITOR**

**About Capital Credit Union**

Capital Credit Union started from small beginnings in 1966. Today the credit union has assets over €200 million – and this growth is all thanks to our valuable members. The journey of Capital Credit Union starts at a young age in primary schools through our School Savings Scheme and continues throughout our members’ life. We focus on education and every year Capital Credit Union gives away twenty scholarships worth €1,500 each to members attending Third Level courses.

After that the world is yours. Whether it is for a car, a holiday or your first house Capital Credit Union will be there to help you with excellent interest rates on any loan you consider. We stay with our members throughout their life journey and offer a very competitive Members Death Benefit Insurance too, to give our members peace of mind and security.

Capital Credit Union is heavily active in the local business community also with our Business Affinity Programme. Through this programme, we visit businesses within our catchment area where we sign-up members on-site so that they can avail of our payroll deduction scheme. At Capital Credit Union we strive to make things as easy as possible for our members. Building on this, Capital Credit Union offers its members multiple services, including online and mobile banking service.

Another of Capital Credit Union's chosen staff charities is 22Q Ireland. 22q11 Deletion syndrome is a complex variable condition with over 180 different symptoms caused by a micro-deletion on the 22nd chromosome. Common 22q symptoms include heart defects, immune issues, palate and feeding problems, speech and language delays, learning difficulties and emotional, behavioral and social issues. 22Q is a new charity that is operating on very limited resources and is extremely appreciative that it is being given a chance to work with Capital Credit Union. For more information please look at their website https://www.22q11ireland.org/

**About The Alzheimer Society of Ireland:**

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 Love Your Brain**

Love your Brain is an awareness campaign led by the Neurological Alliance of Ireland to coincide with National Brain Awareness Week March 11th to 17th 2019. The campaign aims to promote greater awareness and understanding of the brain and brain conditions as well as the need for more investment in services, research and prevention. Love your Brain is supported by over 20 patient organisations and research groups which will be involved in organising events for Brain Awareness Week throughout the country. www.loveyourbrain.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 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  
  
*Figures referenced to Cahill, S. & Pierce, M. (2013) The Prevalence of Dementia in Ireland*

**ENDS**