**IMMEDIATE RELEASE – THURSDAY 8th AUGUST 2019**

\*Pictures attached

**THE ALZHEIMER SOCIETY OF IRELAND DELIGHTED THAT BLUEBIRD CARE IRELAND WILL PROUDLY SUPPORT TIPPERARY V LIMERICK HURLING LEGENDS MATCH FUNDRAISER DURING WORLD ALZHEIMER’S MONTH**

The Alzheimer Society of Ireland is delighted to announce that Bluebird Care, which provides Q-Mark approved homecare services to people of all ages and varying degrees of ability across Ireland, will be the title sponsor for the upcoming Tipperary v Limerick hurling match fundraiser during World Alzheimer’s Month in September.

Bluebird Care provides home and community care in Ireland and everyday sees the impact dementia has on an individual, their family and the community around them.  Having recently completed a survey of attendees at their recent Understand, Respect and Respond with Care free Dementia talks they are hearing first-hand what support individuals are asking for to enable to live as independently as possible for as long as possible.

The unique fundraising initiative, which was launched by two leading Munster dementia advocates, Kevin Quaid and Kathy Ryan, who both have a dementia diagnosis, will be held on Saturday, September 7th at Nenagh Éire Óg grounds (5.00pm Throw-In).

Tickets for the event can be purchased via Eventbrite at €15.00 for adults and kids go free with all the money raised going towards providing community services and advocacy supports in the Munster area and beyond. Tickets can be purchased today [**HERE**](https://www.eventbrite.ie/e/legends-hurling-clash-tipperary-v-limerick-tickets-63431800222)

We are also delighted to announce that legendary All-Ireland-winning Tipperary goalkeeper Brendan Cummins has recently agreed to play in the match. During an illustrious inter-county career with the Premier County, Brendan won two All-Ireland medals, five Munster medals and three National Hurling League medals.

The other Tipperary legends who have signed up to support the initiative are Michael Ryan, Michael Cleary, Declan O’Meara, Eddie Tucker, Kevin Tucker and Brian Gaynor. And, on the Limerick side, the legends that have signed up are Joe Quaid, Ciaran Carey, T J Ryan, Mike Nash, Gary Kirby, John Quaid and Gerry Quaid. More legends will be announced in the coming weeks.

In addition to this, prominent GAA journalist Damien Lawlor has been confirmed to do MC, match commentary and a Q&A with legends afterward and the Liam MacCarthy Cup will also be present on the day.

This fundraising initiative was the brain child of the dynamic duo, **Kevin Quaid and Kathy Ryan**, over a cup of tea when they were discussing ways to give something back to The ASI after everything the charity had done for them – so the inaugural ‘Kevin Quaid and Kathy Ryan Legends Cup’ was created which will bring Tipperary and Limerick hurling legends of yesteryear together to battle it out for the prize in Nenagh.  They recorded a short video asking people for their support. Watch them [**HERE**](https://www.youtube.com/watch?v=UBSG83dYQQw&feature=youtu.be)

**The Alzheimer Society of Ireland Head of Fundraising, Mairéad Dillon said:** “We are delighted that Bluebird Care has decided to come on board to sponsor our Hurling Legends Match between Tipperary and Limerick during World Alzheimer’s Month this September. This event is a fantastic opportunity to raise much-needed funds for dementia supports and services and also to raise awareness of dementia in communities across Ireland. It’s still very clear that a stigma and negativity often surrounds dementia and people can sometimes still feel afraid or embarrassed about talking to people they know about it. But that’s why community fundraising and awareness-raising events like are Hurling Legends Match are so important – we can bring dementia out of the shadows. We are delighted that Bluebird is supporting this event; we are all really looking forward to it. I would also like to thank our wonderful advocates Kevin Quaid and Kathy Ryan who are the inspiration behind creating this event. We are so grateful to them both.”

**Consultant National Marketing Manager for Bluebird Care, Annette Cullen said:** “We are really delighted to be able to support Kevin, Kathy and The ASI with this event.  Kevin was a truly inspirational Ambassador for our recent Understand Respect and Respond with Care free Dementia talks and it was really important to the team at Bluebird Care to support Kevin in his advocacy for better understanding around dementia, and for improved local services for the many people living with Dementia across Ireland. Every day we see the impact of this condition on people’s lives and by sponsoring this event we can continue to support individuals, communities and organisations in building dementia friendly communities and a dementia friendly Ireland.”

In total there are an estimated 13,746 people living with dementia in Munster. There are 2,013 people living with dementia in Limerick and 848 people living with dementia in in North Tipperary and 1,054 people living with dementia in South Tipperary.

It is estimated that there are 55,000 people living 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 2039. There are an estimated 50,000 carers of people with dementia in Ireland.

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**For more information, please contact The Alzheimer Society of Ireland Communications Officer, Lisa Gernon on 086 029 5634 or lisa.gernon@alzheimer.ie**

**Notes to the Editor:**

 **About Kevin Quaid & Kathy Ryan:**

Dementia advocate Kevin Quaid, who is originally from Broadford in Co Limerick but now living in Kanturk, Co Cork, was diagnosed with Lewy Body Dementia in 2017 aged just 57, is an avid GAA fan and speaks about the fighting spirit of the Limerick hurling team and the fact they never gave up. Kevin is a member of the Southern Dementia Working Group, supported by The ASI.

Dementia advocate Kathy Ryan was diagnosed with Younger Onset Alzheimer's in January 2014 at the age of 53 and is a mother to two boys and lives in Cashel, Co Tipperary. Kathy got involved in advocacy work because she wants to break down the stigma of dementia and this September will be taking part in The ASI’s Camino Adventure fundraiser after successfully completing it last year. Kathy is Vice-Chair of the Irish Dementia Working Group supported by The ASI.

**About Bluebird Care Ireland:**

Bluebird Care was set up in Ireland in 2007 to provide accessible, quality, safe care for individuals of all ages and varying degrees of ability.

Bluebird Care has 26 offices throughout Ireland providing health and social care services within the home setting and local community. Quality and safety are at the core of all our work, and every office (independently owned and managed) possesses the Q Mark for Quality.

Bluebird Care provides direct care to customers on behalf of the HSE and other agencies as requested. It also provides services to customers in a private capacity at the request of the individual/family member. As a provider of high-quality nursing, personal and social care services, we believe that Bluebird Care is ideally placed to support individuals who wish to be cared for in their home or within their community.

Our staff are trained to place the customer at the heart and centre of every interaction and to provide care and support with kindness, compassion, consideration and respect.

 **Services provided by Bluebird Care:**

Bluebird Care provides a range of health and social care services in every county across the country including:

* Care of the older person
* Persons who require care due to:
* A medical diagnosis of dementia
* A chronic illness
* Brain/spinal cord injury
* A physical/sensory or intellectual disability
* Neuro degenerative conditions
* Care of children and adults with complex care needs
* Care of children and adults who require convalescence/rehabilitation post hospitalisation
* Respite care
* Personal assistance support

**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

**About Dementia:**

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