**IMMEDIATE RELEASE – Tuesday, 10th September 2019**

**ALZHEIMER’S MOBILE INFORMATION SERVICE TO BRING AWARENESS, SUPPORT AND INFORMATION ABOUT DEMENTIA TO THE 88th NATIONAL PLOUGHING CHAMPIONSHIPS 2019**

The Alzheimer Society of Ireland’s (ASI) Mobile Information Service will be hitting the **88th National Ploughing Championship 2019** in Ballintrane, Fenagh, Co Carlow from September 17th-19th to bring much-needed awareness, support and information to people living with dementia and their families as well as those concerned about their cognitive health.

Visitors to the national showcase event can meet our Dementia Advisers and local staff, access our library and have a free and confidential meeting on-board, we are located at **Block 3 Row 33 Stand No 668.**

 Dementia Advisers work with people with dementia and their families and carers to provide a highly responsive and individualised information and signposting service and will be able to offer advice and support. Our team works with you to identify services and supports available to you.

September is **World Alzheimer’s Month** which 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. World Alzheimer’s Day is held on Saturday, September 21st.

The Mobile Information Service, which launched in 2016, is run by trained staff and volunteers and travels to the heart of Irish communities to create a unique opportunity to connect those affected by dementia with local support services and information.

Members of the public can find out more information about bringing the service to their local area by contacting our Alzheimer National Helpline on **1800 341 341** or helpline@alzheimer.ie

There are estimated 55,000 people living with dementia in Ireland today and with growing numbers of people being diagnosed (more than 4,000 new cases each year), there has never been a greater need to bring support and information to people living with dementia and their carers in Ireland.

For more information on the Mobile Information Service, follow this link: <https://alzheimer.ie/get-support/mobile-information-service/>

**The ASI National Information & Advice Services Manager, Samantha Taylor said:**

“We are delighted to bring the service to the National Ploughing Championships for the 4thconsecutive year. Being here for three days during World Alzheimer Month gives us a fantastic opportunity to make this service available to people from all over Ireland. We know people often feel isolated and do not know where to turn for help following a diagnosis. Our Dementia Advisers, staff and volunteers are available to meet people, connect them with supports and services and offer guidance. There is no question too big or too small, come visit us and have a free on-board confidential meeting with our team or call us on **1800 341 341** 6 days a week.”

**ENDS**

**For more information contact Cormac Cahill on 086 044 1214 or** **cormac.cahill@alzheimer.ie**

**Notes to the Editor:**

**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*