**IMMEDIATE RELEASE – Friday, 20th March 2020**

***\*Picture attached***

**The Alzheimer Society of Ireland wants members of the public to celebrate strong women in our lives on this Mother’s Day with a difference**

The Alzheimer Society of Ireland’s (ASI) is asking everyone to celebrate the strong women in our lives by posting a picture of themselves with their Mothers and making an online donation in her name to mark this ***Mother’s Day*** with a difference on Sunday, 22nd March.

There are over 30,000 women in Ireland living with dementia and countless women assume the enormous responsibility of acting as the primary caregiver for both their children and parents. The ASI wants to celebrate them all. While this is a ***Mother’s Day*** ***like no other*** up and down the country, we want to make sure that it’s a memorable one all the same.

In these ***extraordinary times*** members of the public might not even be able to spend Mother's Day with their own mum for so many different reasons, but people can still think of their mum and it can still be special. People can still mark the day by sending us their pictures with their Mothers, tell us what they mean to them and tag The ASI across our social media channels:

[***CLICK FOR FACEBOOK***](https://www.facebook.com/TheAlzheimerSocietyofIreland)

[***CLICK FOR TWITTER***](https://twitter.com/alzheimersocirl)

[***CLICK FOR INSTAGRAM***](https://www.instagram.com/alzheimersocirl/)

Please use the hashtags: #MothersDay2020 #DementiaSupports

And then make a small donation on The ASI website [HERE](https://alzheimer.ie/get-involved/become-a-friend-support-asi/donate/)

Mums with dementia always need your thoughts – but even more support than ever this year. Despite the ***public health emergency***, The ASI is still offering as many services as we can – Home Care; Dementia Advisers; National Helpline and Online Family Carer Training – and we do need your support to keep them running.

***The Alzheimer Society of Ireland Advocacy, Engagement and Participation Officer, Laura Reid said:*** *“Last Mother's Day was my first without my wonderful Mam, Nora, so I made a donation in her memory to The Alzheimer Society of Ireland as they had been incredible to us on her journey with dementia. This Mother's Day although you may separated from family, by donating in their name you can give a gift that will make a real difference. It felt nice to do some good that I know would have pleased her. Please donate to make a difference to people living dementia in Ireland during this time.”*

The outbreak of Covid-19 may cause ***additional challenges*** for older people who may already be vulnerable and particularly those who struggle with health conditions, loneliness, and isolation.

The ASI has developed some ***tip sheets*** to help support people with dementia and their families in a challenging and rapidly changing situation including the following:

* *Tips for vulnerable adults*
* *Tips for supporting vulnerable people in the community*
* *Tips for nursing home restrictions*
* *Supports available from organisations in Ireland during COVID-19*

All of these resources are available on [www.alzheimer.ie](http://www.alzheimer.ie/)

For more information on our supports and services during this challenging time, please contact 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](file:///G%3A%5CShared%20drives%5CNational%20Office%20-%20Comms%20-%20100%20NC%5CComms%20Plans%202020%5CPress%20Releases%5Cwww.alzheimer.ie%C2%A0)

**ENDS**

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

***About The Alzheimer Society of Ireland (ASI):***The ASI is the national leader in understanding and providing dementia-specific supports and services. With a national network of over 120 specialist services, 900 staff and 300 volunteers, each year they provide almost 900,000 hours of community-based, dementia-specific care throughout Ireland. For more information see www.alzheimer.ie.

**ABOUT DEMENTIA**
• The number of people with dementia in Ireland is expected to more than double from 55,000 today to 141,200 in 2050.\*
• 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.
• There are 11,000 new cases of dementia in Ireland each year. That’s at least 30 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*

*\*Figure referenced from Alzheimer Europe (2020)* *Dementia in Europe Yearbook 2019 ‘Estimating the prevalence of dementia in Europe’*

*\*\*Figure referenced from Pierse, T., O’Shea, E. and Carney P. (2018) Estimates of the prevalence, incidence and severity of dementia in Ireland*

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