**IMMEDIATE RELEASE – Sunday, 21st March 2021**

**The Alzheimer Society of Ireland partners with Virgin Media Television to get the nation ‘Jumping for Jack’**

***The Alzheimer Society of Ireland*** and ***Virgin Media Television*** are launching a fundraising and awareness week, ***Donate for Dementia***, starting tomorrow, Monday 22nd March and running until Sunday 28th March.

***Donate for Dementia week*** will include special programming across Virgin Media Television shows to help ***raise awareness and funds*** to support people with all forms of dementia. The week will conclude with the highly anticipated broadcast of ***Finding Jack Charlton***, which captures his undocumented battle with dementia as well as looking back at the extraordinary life of this Irish sporting legend.

As part of the week, we’re asking the nation to ***Jump for Jack*** by doing as many jumping jacks in one minute and to donate and share their jumping jacks on social media, challenging friends and family to take part.

To kick start the week, tomorrow morning on ***Virgin Media One’s Ireland AM***, presenters ***Karen Koster*** and ***Tommy Bowe*** will start the challenge and will ask viewers to send in their Jumping Jack videos which will played on air through the week.

Also on Ireland AM, former Irish soccer captain ***Andy Townsend*** will explain what it was like to work under the legendary Jack Charlton and husband and wife, ***Gerry and Nuala Paley***, will be talking about their lived experience of the condition.

Following on from Ireland AM, ***Teena Gates*** will be joining Elaine Crowley on ***The Elaine Show*** to chat about what it is like being a full time carer for her dad. We will also get an insight through a short clip on what a day in the life of looking after her dad is like.

On the ***Six O’Clock Show***, Muireann and Martin will sit down with former Love Islander and rugby pro ***Greg O’Shea*** who is helping raise awareness on the major impact dementia has on families, by sharing stories of his beloved late grandmother who lived with dementia.

And finally, to conclude Monday, ***The Tonight Show*** will host former ***Government Minister Nora Owen*** who will be talking about her own story caring for her husband, Brian, who sadly passed away last year.

***HOW PEOPLE CAN HELP***

***1. DONATE FOR DEMENTIA*** Go to www.donatefordementia.ie or or ring (01) 5541680 and donate whatever you can.

***2. DO JUMPING JACKS FOR DEMENTIA*** To celebrate the premiere of the moving Finding Jack Charlton documentary, thousands of people, families, clubs and businesses are taking on the Jump For Jack Challenge and doing as many Jumping Jacks as they can. Then share on social media, donate and nominate a friend or family member.

***3. NOMINATE OTHERS TO TAKE THE CHALLENGE***   
Jump for Jack - Ask Yourself  
- How many Jumping Jacks can I do?  
- How many people can I get to join me?  
- And how much money can we raise for dementia?  
- Just pick your target. Pick your teammates. And get jumping.  
- Go to donatefordementia.ie or ring (01) 5541680 to make your donation.

Virgin Media Television presenter ***Martin King*** will open up about his own personal experience with dementia in a special documentary called ***‘We Need To Talk About Dementia’*** on Virgin Media One on Sunday 28th March (8.00pm).

Martin’s mother, Christina, was diagnosed with dementia and sadly passed away in 2019. His father, Martin Senior, who was in the same nursing home, and room, as his mother, died just four weeks before her. Martin talks to members of his own family, people in the community and those with a lived experience of dementia about lifting the stigma that is often associated with disease.

The special awareness and fundraising week will conclude with the broadcast of the ***Finding Jack Charlton*** documentary on Virgin Media One on Sunday 28th March (9.00pm). This compelling documentary, which The ASI are a charity partner for, looks at this Irish sporting legend and his previously undocumented life with dementia.

**ENDS**

**For more information please email The Alzheimer Society of Ireland Communications Manager Cormac Cahill** [**cormac.cahill@alzheimer.ie**](mailto:cormac.cahill@alzheimer.ie)

**NOTES TO THE EDITOR**

***About The Alzheimer Society of Ireland (ASI):***The Alzheimer Society of Ireland is the leading dementia specific service provider in Ireland. The Alzheimer Society of Ireland works across the country in the heart of local communities providing dementia specific services and supports and advocating for the rights and needs of all people living with dementia and their carers. Our vision is an Ireland where people on the journey of dementia are valued and supported. A national non-profit organisation, The Alzheimer Society of Ireland advocates, empowers and champions the rights of people living with dementia and their communities to quality support and services. The Alzheimer Society of Ireland also operates the Alzheimer National Helpline offering information and support to anyone affected by dementia on 1800 341 341.

***Alzheimer National Helpline:***

For more information on our supports and services during this challenging time, please contact The Alzheimer Society of Ireland National Helpline where you can now also book in a 1:1 session with a Dementia Nurse or Dementia Adviser. The Helpline is open six days a week Monday to Friday 10am–5pm and Saturday 10am–4pm on 1800 341 341. Email at helpline@alzheimer.ie or via Live Chat at [www.alzheimer.ie](http://www.alzheimer.ie)

***About Virgin Media:***

Virgin Media is the leading connected entertainment cable and broadcast business in Ireland. Every day we deliver connections that really matter for Irish Consumers and Businesses with multi award-winning services including broadband, TV, mobile and home phone. Our Virgin Media Business division provides the fastest broadband speeds and connectivity solutions for entrepreneurs, businesses and the public sector.

Virgin Media Television, our broadcast division, is Ireland’s number one commercial broadcaster offering three free-to-air channels: Virgin Media One, Virgin Media Two, Virgin Media Three, as well as the Virgin Media Player. We are a significant investor in home produced content, including news, current affairs and drama, as well as offering the best in international programming. Virgin Media Sport and our 6 Extra Sport channels offer extensive sports coverage across the UEFA Champions League and the UEFA Europa League. Our advertising sales agency, Virgin Media Solutions, creates unique, innovative campaigns for our business and for third party clients across the UK and Ireland.

Virgin Media is part of Liberty Global, one of the world’s leading converged video, broadband and communications companies, with operations in six European countries.

**ABOUT DEMENTIA**

* There are 64,000 people with dementia in Ireland and the number of people with the condition will more than double in the next 25 years to over 150,000 by 2045.\*
* 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.\*\*
* 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.
* 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 Pierce, T., O’Shea, E. and Carney P. (2018) Estimates of the prevalence, incidence and severity of dementia in Ireland.*