



**LEGEND** Jack Charlton

## Jumping for Jack to help Alzheimer's

BY **MIRROR REPORTER**

THE Alzheimer Society of Ireland has joined Virgin Media to get the nation "Jumping for Jack".

The fundraiser has been launched to mark Donate for Dementia week, which runs from today.

It will include special programming across Virgin Media to help raise awareness and funds to support people with all forms of dementia.

The week will finish with broadcast of Finding Jack Charlton, which shows the late soccer legend's battle with dementia and reflects on his extraordinary life.

A spokesman said: "We're asking the nation to Jump for Jack by doing as many jumping jacks in one minute and to donate and share on social media."

