Free images are attached; high-resolution photos are available on request and issued to photo desks by Provision Photography Graphical user interface, text, application

Description automatically generated

Case studies/interviews with ASI reps are available upon request.

**IMMEDIATE RELEASE**

**Only Two Weeks Left Until Alzheimer’s Tea Day 2022**

There are only two weeks left until Tea Day 2022. **The Alzheimer Society of Ireland** (ASI), along with their ambassadors, RTÉ stars ***Dáithí Ó Sé,*** and ***Sinead Kennedy*** is urging the nation to host a ***Tea Day*** to mark ***Alzheimer’s Tea Day Comeback*** year on ***Thursday, May 5th***.

Due to the Covid-19 pandemic, Alzheimer’s Tea Day was held online in 2020 and 2021. Now, Alzheimer’s Tea Day - The ASI’s ***biggest and most important fundraiser*** - is back after three long years; with many feeling the pinch of isolation, The ASI want people to help Tea Day make a ***comeback***!

**The Alzheimer Society of Ireland** invites ***the nation*** to get involved with local Tea Day events in their local communities. We’ve all been waiting for people to come together for a cup of tea, a chat and perhaps a few treats, to raise vital funds for Dementia supports and services.

An estimated 64,000 people live with dementia in ***Ireland,*** and each year more than 11,000 people develop the disease across the country – at least 30 people every day. However, there is one thing you can do to help – you can put the kettle on and ***host*** your very own Tea Day!

***HOW TO HELP TEA DAY MAKE A COMEBACK - FOUR EASY STEPS:***

**1. SIGN UP** – Join us in this Tea Day Comeback Year! Register on [teaday.ie](https://alzheimer.ie/get-involved/fundraising-events/alzheimers-tea-day/about-tea-day/) and we’ll send your Organiser’s Toolkit, which includes posters, collection boxes, raffle tickets, and everything you need to make your Tea Day a success!

**2. HOST** – Share a cuppa, share a few stories, maybe share a laugh with your friends and loved ones at home, in the garden, at work or in the community. You can host a Tea Day, however, and wherever you like!

**3. REMEMBER** – Remember that you’re doing something extraordinary. All of the funds you raise will support dementia services – and help people when they need it.

**4. SHARE** your Tea Day event on social media. Post your photos and videos, and don’t forget to use our hashtags #TeaDay2022 #TogetherForTea

***By supporting Tea Day, you can make an incredible difference:***

* €10 provides an hour at an Alzheimer’s cafe for a person with dementia.
* €35 provides one hour of Cognitive Stimulation Therapy.
* €70 provides a session of Musical Therapy.
* €150 runs a Social club for one day.

***Can’t host a Tea Day this year? You can still support dementia care and services by donating to Alzheimer.ie***

**The Alzheimer Society of Ireland Ambassador, Dáithí Ó Sé said:** *“I’m delighted to support Alzheimer’s Tea Day again this year. Can you believe it? It’s been three years since we’ve been able to gather for a proper Tea Day get-together. So, let’s make up for lost time, lost connection, and lost funds and come together to make 2022 the Great Tea Day Comeback Year! On Thursday, May 5th we want everyone to have a chat, a laugh, a brew and donate a few euro to The Alzheimer Society of Ireland’s Tea Day campaign to help provide essential dementia-specific services for the 64,000 people living with dementia in Ireland.*

*“The sad truth is that the last two years have been particularly difficult for those living with dementia. Across the board, the decrease in routine and social engagement has caused a decline in the health of so many. That’s why now, it’s so important that we make sure everyone has the support they need.*

*“Alzheimer’s and dementia is a nationwide issue – it affects so many families right across Ireland. It reaches across generations, genders and affects people of all kinds of backgrounds. By hosting your very own Tea Day on May 5th, you’ll be making it possible for those living with dementia and their carers to access vital supports.*

*“Tea brings us all together – and we need that more than ever! Register for your pack at* [*teaday.ie*](https://alzheimer.ie/get-involved/fundraising-events/alzheimers-tea-day/about-tea-day/) *today and get the kettle on to make your strongest cup of tea yet!”*

**TV Presenter, Reporter and ASI Ambassador Sinead Kennedy said:** *“I’m excited to team up with The Alzheimer Society of Ireland again to support their Tea Day campaign. The traditional Alzheimer’s Tea Day has been cancelled these past two years due to Covid-19, so it’s fantastic that people can come together once again in this Great Tea Day Comeback.*

*“Dementia is a huge issue for our society. Every day, at least 30 people are diagnosed with dementia in Ireland– even people in their 30s/40s/50s. The Alzheimer Society of Ireland provides supports and services in local communities around Ireland including dementia advisers, day care, home care, family carer training, social clubs and Alzheimer Cafés. But every day, the pressure on these services is growing as the demand increases. We can all help to make a difference.*

*“Join us on May 5thto raise much-needed funds so more people across Ireland who are living with dementia can access the supports and services they need. How and where you host Tea Day is completely up to you; you may wish to host Tea Day at home, in the garden, at work or in the community. Your Tea Day might look like a quiet cuppa with a few friends, or it might be a big party with your loved ones and neighbours! Whether it’s big or small, it doesn’t matter; it’s all about people coming together after so much time apart. Tea Day is finally back – let’s make it better than ever! For more information go to* [*teaday*](https://alzheimer.ie/get-involved/fundraising-events/alzheimers-tea-day/about-tea-day/)*.ie.”*

**The Alzheimer Society of Ireland Interim CEO Siobhan O’Connor said:** *“We are so pleased that Alzheimer’s Tea Day, our biggest and most important fundraising event of the year, is making a comeback. Due to Covid-19 restrictions, we had to celebrate it online these past two years; now, people can finally gather again for Tea Day. The ASI really depends on the funds that the event generates each year to ensure our support services are maintained. We are asking the nation to support us and to get involved in this Great Tea Day Comeback in any way they can; whether it’s by hosting their very own Tea Day or making a donation on* [*Alzheimer.ie*](https://alzheimer.ie/get-involved/fundraising-events/alzheimers-tea-day/about-tea-day/)*. Funds raised will make an incredible difference to the lives of people living with dementia and their carers. We are extremely grateful for all the continued support and we are so pleased to welcome back our wonderful ambassadors Dáithí Ó Sé and Sinead Kennedy to support our Tea Day campaign once again.”*

**ENDS**

**For more information, contact The Alzheimer Society of Ireland Communications Manager Hugh O’Donoghue:** [**hugh.odonoghue@alzheimer.ie**](mailto:hugh.odonoghue@alzheimer.ie) **085 856 71 43**

**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.

***The ASI turns 40 (1982-2022):***

The Alzheimer Society of Ireland celebrates 40 years in 2022. There have been so many milestones achieved since 1982 when carers Winifred Bligh and Imelda Gillespie held their first meeting and changed the face of dementia care in Ireland forever. 40 years on, and The ASI is now a national organisation providing support, services and care to the 64,000 people living with dementia and their family carers in Ireland today. In 2022, we want to mark this milestone and our many achievements together with our staff, branches, volunteers and supporters.

***Alzheimer National Helpline:***

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

**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.*