

Give it up for Alzheimer's Research UK

Could you challenge yourself to give up a little luxury for 40 days?



Whether you're cutting out the cake, or banishing the boxsets, why not give yourself the extra push you need this Lent? Ask family, friends and colleagues to sponsor you, and help fund groundbreaking dementia research!

Do you need some inspiration for what to give up this Lent?

Here are some ideas:

- Love a weekend lie-in? Trade them in for early mornings.
- Live for that morning caffeine kick? Cut out the coffee.
- Got a sweet tooth? Ditch those desserts.
- Find that you're constantly reaching for your phone? Take a social media detox and pick up a book instead.
- Put down the lipstick and mascara and go makeup-free.
- G&T lover? Abstain from the alcohol and switch to soft drinks.

Once you've decided what you'd like to give up, simply just create an online fundraising page, share your challenge and start getting sponsored!



**Alzheimer's
Research
UK**

Make
breakthroughs
possible