**Who has dementia?**

- 1 in 3 people over 65 will die with dementia.
- There are almost 1 million people with dementia in the UK.
- Fewer than 1% of Alzheimer's disease is inherited.

**Cost**

Dementia costs £25bn a year with a huge cost to unpaid carers.

**Research**

Research is the only way to overcome dementia, but research is desperately underfunded.

**Why do we need to act now?**

- **Cost**
  - Dementia costs £25bn a year with a huge cost to unpaid carers.
- **Research**
  - Research is the only way to overcome dementia, but research is desperately underfunded.

**Reducing your risk**

- Exercise
- Healthy weight
- Reduce cholesterol
- Balanced diet
- Low alcohol intake
- Controlling high blood pressure
- Control blood glucose level if you have diabetes
- Not smoking

Research suggests that making healthy lifestyle choices can reduce our risk of developing dementia.

**What is dementia?**

Dementia symptoms include memory loss, confusion, and difficulty with daily tasks. Dementia gets worse with time and eventually people may be unable to communicate, move or swallow.

Dementia is caused by diseases of the brain that cause cells to die, the most common is Alzheimer's disease. Brains with Alzheimer’s can weigh 140g less than a healthy brain - the weight of an orange.

**What does Alzheimer's Research UK do?**

1. Fund research to overcome dementia.
2. Inform the public about dementia and involve them in studies.
3. Campaign to make dementia research a national priority.

**How can you help us to make breakthroughs possible?**

Here are some ideas...

- **Challenge yourself**
  - Sign up for a local run, walk, swim or cycle.
- **Dress down**
  - Charge £1 for everyone who takes part and £2 for those who don’t.
- **Cake and coffee**
  - Hold a bake sale or coffee morning.
- **Competitive office?**
  - Hold a quiz, sweepstake or football tournament.
- **Dance the night away**
  - Hold a dance-a-thon, hoedown or ballroom contest.

Every £1 raised brings us closer to a cure.

**Remember...**

- **T-shirts, balloons and banners** will help to jazz up your event.
- **Shout about your fundraising!** Tweet pictures and news to @ARUKnews or share them on our Facebook page.

**Fundraising online?**

You MUST use your company name in your page title. It’s also helpful if you email us a link to your fundraising page.

**Want more information about dementia or the charity?**

Contact your account manager if you’d like to know more or visit www.alzheimersresearchuk.org

**Volunteer**

Our volunteers power our work to overcome dementia.

If you can spare a few minutes or a few days, check out our volunteering roles online:

alzheimersresearchuk.org/volunteering

Charity numbers 1077089 & SC042474

**Contact**

- Email: fundraising@alzheimersresearchuk.org
- Phone: 0300 111 5555