**Media advisory**

**Alzheimers New Zealand marks the seventh World Alzheimers Month with a range of events and activities throughout the country. World Alzheimers Day is on September 21.**

**27 August 2018**

**WHAT:** World Alzheimers Month is the international campaign every September to raise awareness and challenge the stigma that surrounds dementia. Launched in 2012, World Alzheimers Day falls on September 21 each year. Find out more [here](http://www.alzheimers.org.nz/get-involved/world-alzheimers-month).

Last year over 50 dementia organisations around the world participated in campaigns focused on raising awareness of dementia.

Alzheimers NZ marks the month each year and has a range of activities planned for this September’s event including:

* The very popular [Memory Walks](http://www.alzheimers.org.nz/memorywalk) around the country. Media are welcome to take photos.
* The launch of the *Living well with dementia* short films
* Education videos in Te Reo launched to coincide with Māori Language Week.
* Northland Rugby partnering with Alzheimers Northland to dedicate its 14 September against the Manawatu Turbos to supporting people with dementia and their families throughout Northland. Players will wear purple socks with ground signs and information material to raise awareness, and volunteers in purple shirts collecting for Alzheimers around the venue.
* Recognising the Nelson and Marlborough Public Trust branches as dementia friendly following their completion of the Dementia Friendly Recognition Programme. A news release will be issued, and media are welcome to attend.
* Wear Purple campaign to coincide with World Alzheimers Day on Friday 21 September.
* The launch of the World Alzheimers Report. A news release will be issued.

**Join us to create a Dementia Friendly NZ**Dementia is one of New Zealand’s most significant healthcare challenges – there are over 60,000 New Zealanders with dementia now and we expect that number to almost triple to 170,000 by 2050.

This rapid increase means dementia will have major personal, societal and fiscal impacts in the years ahead. But there is a lot we can do to ensure people living with dementia can remain as independent as possible and continue to enjoy life for a long time to come.

We want New Zealand to be an open and inclusive society - a place where people with dementia feel valued and safe, and where they can contribute to and participate in their communities.

Put simply, we cannot afford to do nothing about the rapidly growing dementia challenge that affects four out of five Kiwis in some way.

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