**Walk to remember, walk for dementia this September**

This September thousands of Kiwis will be going the extra mile for the 60,000 people living with dementia in NZ.

Launched in 2012, World Alzheimers Month aims to raise awareness of dementia and challenge the stigma associated with the condition.

Alzheimers New Zealand is joining over 50 other organisations around the world in calling on people to participate in its seventh annual event.

As part of the month, Memory Walks are being held nationwide between September 15-29, and everyone will be encouraged to wear purple on World Alzheimers Day (September 21).

Dementia is one of NZ’s most significant and growing healthcare challenges. 4 out of 5 Kiwis are affected by dementia in some way, and the number of people living with dementia in New Zealand is expected to nearly triple to about 170,000 by 2050.

Alzheimers NZ chief executive, Catherine Hall, says the Memory Walks are a great way to raise awareness of the dementia challenge facing New Zealand.

“Memory Walks allow the community to show their support for people with dementia and their families/whānau, friends and care partners.

“World Alzheimers Month is a powerful tool to raise awareness and campaign for change, but it's also a time of reflection for Kiwis who are affected by dementia.

Ms Hall says even though dementia is one of NZ’s most significant healthcare and social service challenges, there is very little discussion or acknowledgement of its everyday impacts.

“As a society, we must do more to support people with dementia to live well and play a full and meaningful role in their communities.”

Join your local Memory Walk this September. To register, visit: [alzheimers.org.nz/memorywalk](http://www.alzheimers.org.nz/memorywalk)

**ENDS
Media Opportunities
Wellington Memory Walk:** Sunday 23 September 2018, 10.30am starting at the main entrance of Zealandia
**Photo, film, interviews with:**

* Catherine Hall, Chief Executive, Alzheimers NZ

**Contact:** Daniel Paul (021) 400-993

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## **About Alzheimers NZ**

Alzheimers NZ represents people living with dementia at a national level by raising awareness of dementia, providing information and resources, advocating for high quality services, and promoting research about prevention, treatment, cure and care.

We support local Alzheimers NZ organisations throughout New Zealand, each of which is a member of Alzheimers NZ. Local Alzheimers organisations provide support, education, information and related services directly to members of their communities who are affected by dementia.

## **About World Alzheimers Month**

September is World Alzheimers Month, an international campaign to raise awareness and challenge the stigma surrounding Alzheimers and dementia. Alzheimers NZ and local Alzheimers organisations are running events around the country. For all the details, visit: [www.alzheimers.org.nz/get-involved/world-alzheimers-month](http://www.alzheimers.org.nz/get-involved/world-alzheimers-month)

## **2018 Memory Walks**

|  |  |  |
| --- | --- | --- |
| **Location** | **Date** | **Time** |
| Blenheim | 22-Sep | 10am |
| Dannevirke | 20-Sep | 11.30am |
| Dargaville | 22-Sep | 10am |
| Dunedin | 22-Sep | 12pm |
| Feilding | 21-Sep | 11.30am |
| Gisborne | 23-Sep | 10am |
| Invercargill | 23-Sep | 12pm |
| Kaitaia | 22-Sep | 10am |
| Kerikeri - 11km Challenge Walk | 22-Sep | 8.30am |
| Kerikeri - Basin loop | 22-Sep | 12pm |
| Levin | 19-Sep | 10am |
| Masterton | 29-Sep | 11am |
| Mount Maunganui | 29-Sep | 10am |
| New Plymouth | 23-Sep | 10am |
| Oamaru | 21-Sep | 11.30am |
| Palmerston North | 22-Sep | 11.30am |
| Stoke | 22-Sep | 11am |
| Taupo | 22-Sep | 10am |
| Timaru | 15-Sep | 11am |
| Wellington | 23-Sep | 10.30am |
| Whakatane | 23-Sep | 2.30pm |
| Whanganui | 22-Sep | 10.30am |
| Whangarei | 23-Sep | 12.00pm |