

MEDIA RELEASE Issued Monday 25th October 2010

For Immediate Publication

Fiona Phillips says Take Time Out on Time for a Cuppa day

Dementia is a devastating disease that changes lives – not only for those with the disease but for their families too. It currently affects 820,000 people in the UK.

When my mother was first diagnosed we didn't know where to turn, we needed as much help as she did. I now care for my dad, who has Alzheimer's, and I know only too well how dementia can affect family carers through feelings of loneliness and confusion over what support is available. Admiral Nurses – trained and supported by the charity **Dementia UK** (www.dementiauk.org) – provide invaluable specialist support throughout the long journey of dementia.

I would like to invite your readers to join me on Monday 7th February 2011 in helping families of people with dementia by 'taking time out' on Time for a Cuppa day and hosting a tea party at home, at work or within the community.

Money raised from the campaign will help to expand the services that Admiral Nurses provide, both on the ground and via the national helpline Admiral Nursing DIRECT.

For more information and to get involved visit www.timeforacuppa.org.uk

Fiona Phillips

Notes to the Editor:

1. Dementia UK is the national charity that is committed to supporting families affected by dementia. It provides and supports Admiral Nurses, Admiral Nursing DIRECT, Uniting Carers – a national network of carers of people with dementia – and provides accredited and affordable training via Dementia UK Training. All initial enquiries to 020 7874 7200 www.dementiauk.org

2. The national helpline and email service Admiral Nursing DIRECT is provided by experienced and specialist Admiral Nurses and is for family and professional carers, people with dementia and those worried about their memory. Call 0845 257 9406 or email direct@dementiauk.org

3. Time for a Cuppa day is in its third year and is a fundraising initiative run by Dementia UK. For more information www.timeforacuppa.org.uk

Contact Kirsty Marrins, Communications Officer, Dementia UK on 020 7874 7203 or kirsty.marrins@dementiauk.org