

## **Media Information**

Issued 10<sup>th</sup> July 2009 for immediate publication

Further media information: 01264-710428 / 07887 -714957 / 07753-821525 info@minervaprc.com

---

### **ADMIRAL NURSES AND *FOR DEMENTIA* CHARITY OF THE AWARDS NIGHT THAT HONOURS THE BEST IN HEALTHCARE COMMUNICATIONS**

The Communique Awards for the pharmaceutical, PR and medical education sectors selected Admiral Nurses and *for dementia* as charity of the night for their awards night at the Grosvenor House Hotel (Thursday 9<sup>th</sup> July) in London.

Now in its 12<sup>th</sup> year, Communique selects a charity every year to benefit from this annual glittering event attended by more than 1,000 senior representatives of this industry.

A short video introducing the work of Admiral Nurses was followed by a heart felt personal appeal from the charity's patron John Suchet. Money was raised on the back of a highly valuable prize draw with donations still being counted as this story is uploaded.

25 awards were handed out during the evening to agencies, companies and charities, celebrating the best in healthcare communications, public relations and medical education.

***for dementia***, represented by Patron John Suchet, Chief Executive Barbara Stephens, Admiral Nurse Karen Harrison and Communications Consultant Rhonda Smith, networked with many key figures in the pharmaceutical and healthcare sectors, utilising the stand and materials created especially for the night with the support of a grant from Cambridge Theranostics.

**Further details of this event and the money it raised to support Admiral Nurses and Admiral Nursing DIRECT will be uploaded shortly.**

**ENDS/**

---

**Further media information from Minerva PRC 01264-710428 / 07887-714957 / 07753-821525**

#### **Note for Editors**

1. The mission of ***for dementia*** is to improve the quality of life of people with dementia and their carers by promoting and developing **Admiral Nursing**, providing high quality **training**, promoting best practice for professionals working with older people, carers and people with dementia, and supporting the carers network Uniting Carers ***for dementia***. For more information log on to [www.fordementia.org.uk](http://www.fordementia.org.uk).
2. Cambridge Theranostics is the developer of Ateronon, a new product launched in pharmacies last month, proven to inhibit LDL cholesterol oxidation. For more information log onto [www.ateronon.com](http://www.ateronon.com).