

## **Media Information**

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### **FOR DEMENTIA AND ADMIRAL NURSES BENEFIT FROM COMMUNIQUE AWARDS**

The Communique Awards, organised by the PM Group, selected Admiral Nurses and *for dementia* as the charity of the night for their awards ceremony at the Grosvenor House Hotel (Thursday 9<sup>th</sup> July) in London, attended by more than 1,000 senior representatives of the healthcare and medical education industries.

An audio-visual presentation introducing the work of Admiral Nurses, followed by a heart felt personal appeal from the charity's patron John Suchet, based on his own and his wife's personal experience of dementia, raised more than £20,000 on the night on the back of a valuable prize draw.

Included in this total are two donations of £5,000, one from Cambridge Theranostics, a young Cambridge-based company developing innovative healthcare products, and one from Pfizer which won a total of four 2009 **Communique** awards.

Also attending the event on behalf of the charity were Chief Executive, Barbara Stephens, Rhonda Smith, who handles External Communications and Admiral Nurse Karen Harrison who fielded questions from a number of attendees who wanted to know how to become an Admiral Nurse!

Rory Bremner provided the entertainment and kept the presentations moving along smartly as 25 **Communique** awards were handed out to agencies, companies and charities, celebrating the best in healthcare communications, public relations and medical education. See all the results and photos at <http://www.pmlive.com/communiqueawards2009>

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### **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 recently launched in pharmacies and proven to inhibit LDL cholesterol oxidation. For more information log onto [www.ateronon.com](http://www.ateronon.com).