

**PRESS RELEASE**

**For immediate release**

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**Dementia Awareness Week 4<sup>th</sup>-10<sup>th</sup> July Activities from Dementia UK**

To mark Dementia Awareness Week, which takes place from Sunday 4<sup>th</sup> to Saturday 10<sup>th</sup> July, Admiral Nursing DIRECT will be extending its availability to reach out to people affected by dementia.

Admiral Nursing DIRECT is a national helpline for people with dementia, their carers, friends, family and professionals. The service is run by Admiral Nurses, specialist dementia nurses, and is normally available Tuesdays and Thursdays from 11am to 8:45pm and Saturdays from 10am until 1pm (0845 257 9406, [direct@dementiauk.org](mailto:direct@dementiauk.org)).

In recognition of Dementia Awareness Week, Admiral Nursing DIRECT's opening hours will be extended to include Monday, Wednesday and Friday from 11am –5:30pm.

In addition, Dementia UK will be sending out leaflets and Admiral Nursing DIRECT cards to GP practices in areas in the South West where there are currently no Admiral Nurse services and where people may not be aware of the national helpline.

Dementia UK and Admiral Nursing DIRECT receives no statutory funding and relies on voluntary donations and fundraising to continue to provide our vital services. To make a donation to support the continuation and to extend the availability of our helpline please visit [www.dementiauk.org/donate](http://www.dementiauk.org/donate)

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**Notes for Editors**

1. For further information about Dementia UK visit [www.dementiauk.org](http://www.dementiauk.org)
2. Admiral Nursing DIRECT was launched in 2007.
3. Case Study available to interview.