

Dementia UK is the new name and identity for the national charity previously known as *for dementia*. Registered charity no 1039404 [www.dementiauk.org](http://www.dementiauk.org)

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**MEDIA RELEASE** Issued 30 March 2010 **Embargoed until 00.01am 31 March 2010**

## ***for dementia* changes its name to Dementia UK**

With effect from 31<sup>st</sup> March 2010, the national charity *for dementia* changed its name to Dementia UK.

**Barbara Stephens, Chief Executive of Dementia UK**, made the announcement today (31<sup>st</sup> March) and said: "We have changed our name to Dementia UK to reflect our strengthened presence across the UK. Our new name also provides us with a distinctive identity and an easier to use name for all our stakeholders, partners and supporters.

In all other respects it's 'business as usual' as our focus remains, as it always has done, on improving the quality of life for all those affected by dementia across all our areas of work."

Barbara Stephens made the announcement of the name change to Dementia UK at the official launch of the Association for Dementia Studies (ADS) of which Dementia UK is a key partner. The multi-disciplinary ADS is based at the University of Worcester under the leadership of Professor Dawn Brooker.

Barbara Stephens continued: "Partnerships, such as the one with ADS at the University of Worcester, are at the heart of the charity's work. We are delighted to have been able to create a joint post with ADS resulting in the appointment of Kate Read to work on behalf of the charity across the West Midlands. This partnership will enable continued support to be provided for Admiral Nurses and lead to new training and development initiatives."

**Ann Windiate, Chair of Trustees of Dementia UK** added: "The change of name reflects our aspiration to increase our reach to the people we support and train and is in keeping with the increasingly high regard in which the charity's work is held in the field of dementia care. It has also given us an opportunity to refresh our materials and images and these changes have been implemented at minimal cost.

I am delighted to announce that **John Suchet** has kindly agreed to become **Honorary President of Dementia UK**. Additionally Professor David Jolley, the actor Leonard Fenton, former carer Barbara Pointon MBE, Professor Bob Woods and Professor Martin Orrell have agreed to become Patrons."

Full information about Dementia UK and its four core areas - Admiral Nurses, Admiral Nursing DIRECT, Uniting Carers and Dementia UK Training - is available at the new website [www.dementiauk.org](http://www.dementiauk.org) (live from 31<sup>st</sup> March). **Ends/**

**Interviews** are available with Barbara Stephens, Chief Executive and Ann Windiate, Chair of Trustees of Dementia UK. Call Kirsty or Rhonda/Marc as below to arrange.

**Attached:**

- About Dementia UK leaflet
- FAQ Document – Barbara Stephens answers key questions
- Photo of Gail Kelly, who cares for her husband who has dementia, with her Admiral Nurse Debbie Hawkins. Please credit © Dementia UK when used.

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