



**[Insert date] 2023**

## **Bake it till you make it: [Insert area] local raises funds for Dementia UK's Time for a Cuppa annual event**

**£XX [insert amount]** raised for dementia specialist nursing charity, Dementia UK

[Insert area] whipped up a baking treat at [Insert date of tea party] for Dementia UK's biggest fundraiser of the year, Time for a Cuppa. Colleagues/ neighbours/friends/family came together and raised an incredible £XX [add amount] which will go towards funding more specialist dementia nurses.

Someone develops dementia every three minutes in the UK – that's the time it takes to boil a kettle.

Dementia UK's dementia specialist nurses, known as Admiral Nurses, provide life-changing advice and support, to anyone affected by dementia. But with rising numbers of families impacted by the condition, thousands of people are not getting the support they need.

Among those who supported the charity's largest annual event included stage actress, Jodie Steele – who is currently starring in Bonnie and Clyde at the London Garrick Theatre, and soap actress, Kate Spencer, who played the character of Grace Vickers on ITV soap Coronation Street.

Insert information about your tea event that the journalist may be interested in – backyard brews, driveway cake sales, and takeaway cuppa and slice deliveries etc].

**[Insert name of local organiser] says:** "We are so thrilled to have raised [insert amount] for Time for a Cuppa to help more families access vital support through Dementia UK's Admiral Nurse service. A huge thank you to everyone who took part in the event and supported us in being able to reach our fundraising goal."

[If you have a personal reason for organising a Time for a Cuppa tea event and are happy to share it, please include a quote]

**Dr Hilda Hayo, Chief Admiral Nurse and CEO of Dementia UK, says:**

*"We believe every family affected by dementia should have the support of a specialist nurse – but right now, we can't reach everyone who needs us.*

*"We are grateful to [Insert name of organiser] for taking part in Time for a Cuppa this year to help us to recruit more Admiral Nurses and provide a lifeline to families up and down the country who urgently need our support. There is no cure for dementia, but there is care."*

**- ENDS -**

**Photos of the Time for a Cuppa event are available on request [optional]**

**Contact details**

**[INSERT EMAIL ADDRESS]**

**[INSERT TELEPHONE/MOBILE NUMBER]**

## **About Dementia UK**

Every three minutes someone in the UK develop dementia. Dementia UK is the specialist dementia nursing charity that is there for the whole family. Our nurses, known as Admiral Nurses, provide free, specialist advice, support and understanding to anyone affected by dementia, whenever it's needed. With the support of an Admiral Nurse and Dementia UK - whether it's on our Helpline, through our Clinics service, or in the community - families we support know they're not alone.

If you need advice or support on living with dementia, contact Dementia UK's Admiral Nurse Dementia Helpline on 0800 888 6678 or email [helpline@dementiauk.org](mailto:helpline@dementiauk.org). The Helpline is staffed by experienced Admiral Nurses. You can also book a free video or phone appointment to get expert dementia support from an Admiral Nurse. Find out more at [dementiauk.org/book-an-appointment](http://dementiauk.org/book-an-appointment).

For more information visit [www.dementiauk.org](http://www.dementiauk.org), follow Dementia UK on Twitter: @DementiaUK, and on Facebook: [www.facebook.com/DementiaUK](http://www.facebook.com/DementiaUK)

## **Notes to Editor**

We respectfully request that the terms dementia 'sufferer(s)', 'victims(s)', and 'patient(s)' are not used in headlines and copy to accompany this story. Alternative suggestions are person/people 'with dementia' or 'living with dementia'.

