



**[Insert date] 2023**

## **Fundraisers in [INSERT NAME OF AREA e.g. the Midlands] to whip up a treat for Dementia UK's Time for a Cuppa**

*{insert name of area} fundraisers will be popping on the kettle and pulling up a chair for Dementia UK's 'Time for a Cuppa Fundraiser' to raise vital funds for the leading cause of death in the UK*

[Insert date] - This May [Add area] local [add name of organiser] will be taking part in Dementia UK's biggest fundraising event of the year. They'll be getting together for a piece of cake and a cuppa with colleagues/neighbours/friends/family[delete as appropriate] and raising money to help fund more dementia specialist Admiral 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.

Between 1<sup>st</sup> – 8<sup>th</sup> May, Dementia UK is encouraging people across the country to get together at home, at work, or in the local community to host a Time for a Cuppa event to help the charity to continue delivering vital support to families with dementia.

Friends, families, and neighbours can come together to enjoy a cup of tea and a slice of cake in return for a donation to the charity. Every cuppa poured and penny raised will help the charity to grow the number of specialist dementia nurses so more families can access their support.

[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].

Over the past 13 years, Time for a Cuppa has helped to fund numerous Admiral Nurse Services to support families with dementia.

**[Add organiser] says [please feel free to insert your own quote here about why you are supporting Dementia UK]:** *"We are really proud to be taking part in this year's Time for a Cuppa event, raising crucial funds and awareness for dementia specialist nursing charity Dementia UK."*

*"Dementia UK's Admiral Nurses understand the challenges faced by families with dementia; they offer hope to families, so they don't have to face it alone. This is why we are coming together to make Time for a Cuppa this year."*

**Dr Hilda Hayo, Chief Admiral Nurse and CEO of Dementia UK said:** *"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."*

By making Time for a Cuppa, you can help ensure no one has to face dementia alone. Sign up for your free Time for a Cuppa fundraising pack at [dementiauk.org/timeforcuppa](http://dementiauk.org/timeforcuppa)

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)

**- 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](https://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](https://www.facebook.com/DementiaUK)

### **Notes to Editor**

Dementia UK respectfully requests 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'.