



*Wednesday 12 February 2020*

## **Media Release**

### **Adelaide local urges community to show support for people with dementia as Memory Walk & Jog returns**

Karen George of Crafers West is encouraging the community to join her in supporting people living with dementia by signing up for the 2020 Adelaide Memory Walk & Jog.

Inspired by her mum who lived with dementia, Karen has been participating in the Adelaide Memory Walk & Jog since it began in 2014.

"Memory Walk & Jog is deeply meaningful to me because so many people are there in honour and memory of their loved ones," Karen said.

"Join us and help to raise awareness of the needs of people with dementia and their families and to raise much needed funds for research towards a cure."

Memory Walk & Jog is Dementia Australia's largest fundraising initiative, and raises much-needed funds to help provide invaluable support, education and resources for people impacted by dementia in Adelaide and across Australia

The 2020 Adelaide Memory Walk & Jog will take place on Sunday 29 March at Colley Reserve, Glenelg.

Dementia Australia CEO Maree McCabe said the course is family-friendly, and no matter your age or level of fitness, everyone is encouraged to participate and join in the fun.

"We are delighted to be returning to Adelaide and look forward to seeing as many locals as possible turn out for a day that's fun for all the family," Ms McCabe said.

"They're fabulous gatherings of people impacted by dementia who get together, walk or run to raise money, share stories and everyone comes away from the day knowing they are not alone."

Today, there is an estimated 3,600 people living with dementia in the federal electorate of Adelaide. With that figure projected to increase to about 7,600 by 2058, events like Memory Walk & Jog play an important role not only in funding support, but also in raising awareness of dementia.

This year, participants in Adelaide can choose to take part in a 3km, 6km or 10km walk or jog, and are invited to help us reach the \$125,000 fundraising target.



There will be prizes for the top fundraisers, as well as raffles, plenty of entertainment, food stalls and special guest appearances from Memory Walk & Jog mascot Al the Elephant.

Registrations are now open for all Memory Walk & Jog events across Australia. For more information or to register, visit [www.memorywalk.com.au](http://www.memorywalk.com.au).

***Dementia Australia** is the national peak body and charity for people, of all ages, living with all forms of dementia, their families and carers. It provides advocacy, support services, education and information. An estimated 447,000 people have dementia in Australia. This number is projected to reach almost 1.1 million by 2058. Dementia Australia is the new voice of Alzheimer's Australia. Dementia Australia's services are supported by the Australian Government.*

**National Dementia Helpline: 1800 100 500**

**An interpreter service is available**

(The National Dementia Helpline is an Australian Government Initiative)

**Dementia is a National Health Priority Area**



**@DementiaAus**

[www.dementia.org.au](http://www.dementia.org.au)

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When talking or writing about dementia please refer to [Dementia-Friendly Language Guidelines](#).