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[Insert date]

**Local person [insert area and name of person/group/family] going the extra mile in Dementia UK’s 24/7 Challenge**

*Person / group / family’s fundraising efforts during the lockdown mean dementia specialist Admiral Nurse support for even more families*

Local resident [Insert your name and age], from [enter where you are from] is getting involved with Dementia UK’s new virtual 24/7 Challenge by [insert details of the activity here] to raise funds for dementia specialist Admiral Nurses. He/she/they [delete as appropriate] is aiming to raise [insert amount here] this month to support the vital work of the charity’s dementia specialist Admiral Nurses during the challenges of coronavirus and beyond.

When things get challenging or difficult for people with dementia and their families, Admiral Nurses work alongside them, giving the compassionate one-to-one support, expert guidance and practical solutions that can be difficult to find elsewhere. They are a lifeline - helping families to live more positively with dementia in the present, and to face the challenges of tomorrow with more confidence and less fear.

[insert your name] is supporting Dementia UK because [insert your reason]. He/she/they is/are one/some of a number of fundraisers up and down the country clocking up 24 hours of fundraising activity for the charity to highlight that caring for someone with dementia can be a 24/7 job.

[Name of person] (You can insert your own quote here if you like) said: “Admiral Nurses make so much difference to the entire family of someone with dementia, particularly right now when caring responsibilities may have increased due to the pandemic.”

Hilda Hayo, CEO of Dementia UK and Chief Admiral Nurse, said: “This current pandemic has compounded the challenges that people with dementia face, particularly as day care centres and other sources of respite have closed down. An Admiral Nurse is a lifeline for families affected by dementia and the invaluable fundraising of [insert name of person/family/group here] will mean we can provide this vital, life-changing support to even more families who need it at this critical time.”

If you would like to find out more about doing your own 24/7 Challenge for Dementia UK, please get in touch by emailing fundraising@dementiauk.org or calling 020 8036 5440.

Dementia UK’s online coronavirus hub can be accessed [here](https://www.dementiauk.org/get-support/coronavirus-covid-19/) for advice around supporting someone with dementia during coronavirus. People can also contact the charity’s Admiral Nurse Dementia Helpline on 0800 888 6678 or helpline@dementiauk.org.

**Notes to Editor**

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

**Media contacts**

XXX

**About Dementia UK**

Dementia UK provides specialist dementia support for families through their Admiral Nurse service.

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. The Helpline is staffed by experienced Admiral Nurses, who give vital support by telephone or email.

For more information visit [www.dementiauk.org](http://www.dementiauk.org), follow Dementia UK on Twitter: @DementiaUK, and on Facebook: www.facebook.com/DementiaUK1/