Alzheimer’s Society is asking people in Sussex to spend time together tackling the biggest health issue of our time, by joining Brighton’s Memory Walk to raise money for a world without dementia.

This year, Brighton will host its Memory Walk on Saturday 8 October at Hove Lawns, with a total fundraising target of £180,000 via 2,000 walkers.

The campaign is about encouraging people to walk in memory of a loved one, in celebration of someone affected by dementia or to create memories while walking to fight dementia. The money raised will help fund research to find a cure for dementia as well as funding services for people living with the condition. (see attached for Sussex Local services list).

This year there is a particular focus on families walking together, bringing together young and old and groups of friends or colleagues and also encouraging the participation of dog-walkers.

Over 27,000 people in Brighton and Hove have dementia. With this only set to rise, soon we will all know someone who has or will be affected by the condition. Whether you’re walking in memory of a loved one, to celebrate someone you know affected by dementia or to create memories with family and friends, people of all ages and abilities can sign up to take part in the Brighton Memory Walk to raise money to support people with dementia and find a cure.

We are asking you to help us raise awareness of the event and spread the message. You can do this in a number of ways:

Teams
- Could your organisation put forward a team to take part in the Memory Walk?
- If there are teams taking part, will you be doing anything to make the group stand out – for example, fancy dress/bringing along dogs?
- Would your communications teams be willing to send out information about Memory Walk to their staff/members?
- If any groups are planning to take part, please can they let Morwenna Darby know – this could make a great case study for media. Morwenna.Darby@alzheimers.org.uk 0207 423 3595

Public support/stunt – Support via social media is a fantastic way to show their support for Memory Walk and encourage people to sign up
- Social media – this could be through tweeting or posting on Facebook. We are happy to provide suggested content.
- Stunt – another option would be for people to take part in a stunt. An example of this would be if a local club/organisation could do a walking football/team game wearing Memory Walk t-shirts.
- Quote – we will be sending out a number of press releases to media over the period leading up to the Memory Walk in September. It really strengthens these if we can include a quote from a supporter who stresses the importance of Memory Walk and taking part in the event. An ideal candidate for this would be a community leader, chairman, CEO, etc. If you are happy to do this, please contact Morwenna Darby
(Morwenna.darby@alzheimers.org.uk) and Morwenna will draft a quote for the individual to approve. This would then be included in the press release, for journalists to include in their articles should they wish.

Should you have any questions about any of the above, or if you would like more information about Memory Walk, please do not hesitate to contact Morwenna Darby.

Should you have any questions about the Alzheimer’s Society’s Local services, please do not hesitate to contact Carolyn Phelps, contact details are below

Many thanks for your support!

Carolyn Phelps
Marketing and Promotion Officer

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