



Media Release

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**'CUPPA FOR A CAUSE' IN CIVIC SQUARE TO CELEBRATE
WORLD ALZHEIMER'S DAY – THURSDAY 21st SEPTEMBER**

Alzheimers New Zealand is celebrating World Alzheimer's Day in this the Centenary year by holding a '**Cuppa for a Cause**' event supported by Wellington City Council.

The staff of Wellington City Council will show their support by foregoing their usual coffee haunts and purchasing coffee from the Caffe L'affare mobile coffee station that will be parked in Civic Square on World Alzheimer's Day this Thursday morning from 9am – 11am. All proceeds will go to Alzheimers New Zealand.

The widely held fundraiser '**Cuppa for a Cause**' has become a favourite in many communities nation-wide where the Member Organisations of Alzheimers New Zealand run the '**Cuppa**' events to raise funds and raise awareness of their local organisation.

The popular coffee business Caffe L'affare has sponsored Alzheimers New Zealand's '**Cuppa for a Cause**' for the last few years and it has grown in popularity over that time.

"Through Caffe L'affare we have an effective way of raising awareness and much needed funds by getting onto the supermarket shelves and into cafés where thousands of L'affare coffee bags promote the Alzheimers NZ 0900 number" says Florence Leota, Spokesperson for Alzheimers New Zealand.

"Our goal is to raise awareness of the full social, health and economic impact of dementia and to make dementia a national healthcare priority for New Zealand.

"With the support of Caffe L'affare and Wellington City Council, the '**Cuppa for a Cause**' events is one way of getting our message out to another segment of the community" concluded Florence Leota.

For more information please contact Florence Leota

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"Making life better for all people affected by dementia"

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