



Media Release

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ALZHEIMERS NEW ZEALAND – AWARENESS WEEK JULY 2007

From 22- 28th July this year Alzheimers New Zealand member organisations will be asking the people of New Zealand to “Remember those that can’t remember” during their Annual Awareness Appeal.

A widely held fundraiser ‘Cuppa for a Cause’ is fast becoming a favourite for local communities. The idea of a Cuppa together is a great way for the community to show their support for people with dementia and their families. Wherever groups of people gather – at work or at leisure – this is an opportunity for support.

‘Cuppa for a Cause’ kits are distributed nationwide through the local member organisations for those who are willing to show their support in this way.

There are more than 32,000 people in New Zealand with dementia. By 2020 there will be more people over the age of 65 years than under the age of 15 years. If you base dementia rates on the population increase, the number of people with dementia will double.

Dementia is the progressive loss of the functions of the brain. It occurs as a result of physical changes in the structure of the brain. These changes affect memory, thinking, behaviour and emotion. The most common form of dementia is Alzheimers Disease. Dementia is not a normal part of the ageing process.

Alzheimers NZ through its 23 member organisations located throughout New Zealand is able to provide information and support to all people affected by dementia. The local Alzheimers member organisation has community or social workers who can provide support and information about the services offered in their area.

Donations received during the Awareness Appeal will help raise national awareness of dementia and the issues that affect those with dementia.

*For more information about your local Alzheimers Organisations or for events planned for Awareness Week please contact: Alzheimers New Zealand
p: 04 381 2362 e: nationaloffice@alzheimers.org.nz w: www.alzheimers.org.nz*