



Fundraisers in **[insert name of area e.g. Morpeth]** to whip up a treat for Dementia UK's Time for a Cuppa

[insert name of area] fundraisers will be popping on the kettle for Dementia UK's annual 'Time for a Cuppa' event to raise vital funds for families affected by dementia

This May **[insert name of area]** local **[insert name of event organiser]** will be taking part in Dementia UK's biggest fundraising event of the year. They'll be getting together for a piece of cake and a cuppa with **colleagues/neighbours/friends/family[delete as appropriate]** and raising money to help fund more dementia specialist Admiral Nurses.

By the time you've boiled your kettle, another person will have developed dementia. It's a huge and growing health crisis – one in two of us will be affected by the condition in our lifetime.

Dementia UK's specialist Admiral Nurses provide life-changing advice and support to anyone affected by dementia, whenever it's needed. But with rising numbers of families impacted by the condition, thousands aren't getting the support they need.

Between 1st – 8th May, Dementia UK is encouraging people across the country to get together at home, at work, or in the local community to host a Time for a Cuppa event to help support families affected by dementia.

Friends, families, and neighbours can come together to enjoy a cup of tea and a slice of cake in return for a donation to the charity. Every cuppa poured and penny raised will help the charity to grow the number of specialist dementia nurses so more families can access their support.

[Insert information about your Time for a Cuppa event that the journalist may be interested in e.g. backyard brews, driveway cake sales, and takeaway cuppa and slice deliveries].

[Insert name of event organiser] says [please feel free to insert your own quote here about why you are supporting Dementia UK]:
"We are really proud to be taking part in this year's Time for a Cuppa event, raising crucial funds and awareness for dementia specialist nursing charity Dementia UK."

"Dementia UK's Admiral Nurses understand the challenges faced by families with dementia; they offer hope to families, so they don't have to face it alone. This is why we are coming together to make Time for a Cuppa this year."

Dr Hilda Hayo, Chief Admiral Nurse and CEO of Dementia UK said:

"At Dementia UK, we believe every family affected by dementia should have the support of a dementia specialist Admiral Nurse – but right now, we can't reach everyone who needs us."

"We are grateful to [insert name of event organiser] for taking part in Time for a Cuppa this year to help us to recruit more Admiral Nurses who are a lifeline to families."

This year, Time for a Cuppa is proudly sponsored by Nationwide Building Society. The sponsorship forms part of Nationwide's new social impact programme, Fairer Futures, which seeks to address three of the UK's biggest social issues through charity partnerships – dementia (Dementia UK), youth homelessness (Centrepont) and family poverty (Action for Children).

By making Time for a Cuppa, you can ensure no family faces dementia alone. Sign up for your free Time for a Cuppa fundraising pack at dementiauk.org/timeforacuppa.

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. You can also book a free video or phone appointment to get expert dementia support from an Admiral Nurse. Find out more at dementiauk.org/appointment.

- ENDS -

Photos of the Time for a Cuppa event are available on request
[optional]

Contact details

[INSERT EMAIL ADDRESS]

[INSERT TELEPHONE/MOBILE NUMBER]

About Dementia UK

Dementia UK is the specialist dementia nursing charity that is there for the whole family. Our nurses, known as Admiral Nurses, provide free, specialist advice, support and understanding to anyone affected by dementia, whenever it's needed. With the support of an Admiral Nurse and Dementia UK - whether it's on our Helpline, through our Clinics service, or in the community - families we support know they're not alone.

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. You can also book a free video or phone appointment to get expert dementia support from an Admiral Nurse. Find out more at dementiauk.org/appointment.

For more information visit www.dementiauk.org, follow Dementia UK on Twitter: @DementiaUK, and on Facebook: www.facebook.com/DementiaUK

Notes to Editor

Dementia UK respectfully requests that the terms dementia 'sufferer(s)', 'victims(s)', and 'patient(s)' are not used in headlines and copy to accompany this story. Alternative suggestions are person/people 'with dementia' or 'living with dementia'.