

FOR IMMEDIATE RELEASE

Go The Extra Mile For Dementia Community With ADA Walk2Remember 2020 In September

Nationwide virtual steps challenge by Alzheimer's Disease Association rallies everyone in Singapore to support the journey of close to 100,000 people living with dementia during World Alzheimer's Month

SINGAPORE, 29 JULY 2020 – Singapore will be asked to go the extra mile for the dementia community in September, as the Alzheimer's Disease Association (ADA) launches a nationwide virtual steps challenge for participants to show their support for some 100,000 people living with dementia during World Alzheimer's Month.

Called **ADA Walk2Remember 2020**, the 21-day virtual steps challenge will be held from 1st to 21st September 2020. There are four challenge categories in total to be completed over the course of 21 days: 20,000 steps; 50,000 steps; 100,000 steps; and 200,000 steps.

Participation is free.

"This year, we want to cherish persons with dementia and their families, and show them that we are not going to leave them behind in this rapidly changing and developing society," said Mr Jason Foo, CEO of ADA, Singapore's leading Social Service Agency in specialised dementia care.

"Their journeys – be it living with the condition, caregiving, or providing support – are unique, emotional, rewarding and often challenging. The ADA Walk2Remember 2020 is our way of empowering more people to walk this journey for, and with, our dementia community."

Participants will be invited to register for the virtual steps challenge via ADA's virtual race partner, 42Race. They will then be prompted to download the virtual race application on their mobile phones, which will run in the background of their smart devices and record the number of steps they take each day. The total number of steps each person clocks will be tallied over 21 days, culminating on 21 September 2020, which is World Alzheimer's Day.

Held every September, World Alzheimer's Month (WAM) is an international campaign featuring a month-long calendar of events and activities dedicated to raising awareness and challenging the stigma of dementia. ADA's theme for WAM 2020 is **Empowerment**, as the Association stands in solidarity with Singapore's dementia community and finds various ways to involve, enable and inspire the dementia community, our partners and the public.

Dementia has affected more than 50 million people worldwide. In Singapore, one in 10 people above the age of 60 has dementia, according to the Institute of Mental Health, with the condition affecting one in two people above 85. This translated to an estimated 82,000 cases locally in 2018. The number is expected to exceed 100,000 by 2030 as our population ages rapidly.

FOR IMMEDIATE RELEASE

The ADA Walk2Remember is supported by Cerecin, a leading healthcare company with almost 20 years of innovation and leadership in brain health.

“Cerecin is very pleased to support the inaugural Walk2Remember by ADA.” said Cerecin President and CEO, Mr Charles Stacey.

“During these difficult times, this virtual challenge brings us together to raise the awareness of dementia and honour the people that live with it every day. As a pharmaceutical company focused on developing innovative medicines for neurology and brain health, Cerecin is committed to serving people affected by this condition.”

To register for the ADA Walk2Remember 2020, visit <https://web.42race.com/race-bundle/adawalk2remember>

To find out more about ADA's full list of WAM 2020 events, visit <https://alz.org.sg/wam2020>

- END -

About Alzheimer's Disease Association

ADA was formed in 1990 because of a growing concern for the needs of persons living with dementia and their caregivers. The Association hopes to reduce stigma by increasing awareness and understanding of dementia; enabling and involving persons living with dementia to be integrated and accepted in the community; and leading in the quality of dementia care services for persons living with dementia and their families. Striving towards a dementia-inclusive Society through its four strategic service pillars – Centre-Based Care, Caregiver Support, Academy and Community Enabling – ADA aims to advocate and inspire the society to regard and respect persons living with dementia as individuals who can still lead purposeful and meaningful lives. For more information, visit <http://alz.org.sg/>.

About Cerecin

Cerecin is a global pharmaceutical company headquartered in Singapore. With almost 20 years of innovation and leadership in neurology and brain health, Cerecin develops medicines and therapeutics that have the potential to help millions of people around the world. Cerecin's products target conditions ranging from Alzheimer's disease to rare paediatric forms of epilepsy.

For media enquiries, please contact:

Alzheimer's Disease Association

Mr Stanley Ho

Head, Corporate Communications

Email: stanleyho@alz.org.sg

Phone: 8223 6001

Ms Tanya Pillay

Executive, Corporate Communications

Email: tanyapillay@alz.org.sg

Phone: 9099 1160