**NEWS RELEASE**

**[Date]**

**[Name of your city or town] [woman/man] takes on [total challenge distance]km triathlon challenge for dementia research**

A [man/woman] from [city or town] is aiming to run [xxx]km, cycle [xxx]km and swim [xxx]km to raise money for pioneering dementia research.

[First name and surname], [age], has signed up for Alzheimer’s Research UK’s The Treble Challenge.

The new triathlon campaign from the UK’s leading dementia research charity challenges people to push their fitness to the limit throughout the year. Supporters can choose the Pioneer challenge (100km running, 500km cycling and 10km swimming), Epic challenge (300km, 1,500km, 30km) or Maverick challenge (distance of their choice). They can clock up the kilometres anywhere and in any order as long as they complete their goals by December 31.

[First name] said: “[add your quotes here]”

[First name] [is aiming to raise/has so far raised] [£xxx]. To sponsor [her/him] visit [fundraising page link]

This is the first year of The Treble Challenge, which is supported by Garmin. The challenge follows Alzheimer’s Research UK’s successful Running Down Dementia, Cycling Down Dementia and Swimming Down Dementia campaigns.

Julia Sobik, Head of Sporting Events at Alzheimer’s Research UK, said: “Every three minutes someone in the UK develops dementia and the condition is now the country’s leading cause of death.

“Dementia is society’s biggest medical challenge, but with research the diseases that cause dementia, such as Alzheimer’s, can be overcome.

“We are so grateful to everyone who is taking on The Treble Challenge. The vital funds raised will help us in our mission to make breakthroughs possible for people with dementia that will keep them connected to their families, their worlds and themselves for longer.”

To sign up for The Treble Challenge go to <triathlon.thetreblechallenge.org>

When people sign up they create their own supporter page where family and friends can see how they are getting on and sponsor them. They can connect tracking apps such as Strava or MapMyFitness to their supporter page to record their activity or can manually add their runs, rides and swims.

Anyone who raises £400 will receive a free triathlon kit pack, which includes a technical running T-shirt, cycling vest, swimming cap and a buff. Participants will also receive a medal at the end of their challenge.

For further information about Alzheimer’s Research UK visit [www.alzheimersresearchuk.org](http://www.alzheimersresearchuk.org)

**Ends**

**For further information, please contact [your name] on [phone number] or email [email]**

**Notes to editors:**

* Alzheimer’s Research UK is the UK’s leading dementia research charity dedicated to making life-changing breakthroughs in the prevention, treatment and cure of dementia.
* Our animation “What is dementia?” explains the essentials of dementia and the diseases that cause it [https://www.youtube.com/watch?v=HobxLbPhrMc](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DHobxLbPhrMc&data=02%7C01%7Cjude.clarke%40alzheimersresearchuk.org%7C1d51a67f9bf248135a2e08d6328edf5a%7C3ff0862ec34d4576a3e9bd4ff57a08c0%7C0%7C0%7C636751986557953607&sdata=zTq1npGJkURc%2Ff7VZQwjiQXX8rO6XLFp8zUT6nvwv6c%3D&reserved=0)
* To help us make breakthroughs possible, donate today by visiting [www.alzheimersresearchuk.org](https://emea01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.alzheimersresearchuk.org&data=02%7C01%7Cjude.clarke%40alzheimersresearchuk.org%7C1d51a67f9bf248135a2e08d6328edf5a%7C3ff0862ec34d4576a3e9bd4ff57a08c0%7C0%7C0%7C636751986557953607&sdata=vK%2FaJSVTjW7T6NyZ8ibak2ZAHPIhxO1DQi32CAkOk2o%3D&reserved=0) or calling 0300 111 5555.