**NEWS RELEASE**

**[Date]**

**[Name of your city or town] [woman/man] takes on [xxx]km cycling challenge for dementia research**

A [man/woman] from [city or town] is aiming to cycle [xxx]km during the winter months to raise money for pioneering dementia research.

[First name and surname], [age], has signed up for Alzheimer’s Research UK’s Cycling Down Dementia challenge.

Cycling Down Dementia challenges supporters to ride either 500km (Pioneer), 1,500km (Epic) or their own choice of distance (Maverick) between 1 October and 31 December and raise money for the UK’s leading dementia research charity.

[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]

Alzheimer’s Research UK, which is the official charity partner of UK Cycling Events, first launched Cycling Down Dementia in 2017. The campaign has so far raised over £500,000 for life-changing research.

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.

“Most commonly caused by Alzheimer’s disease, dementia affects people’s memory, behaviour and personality. Today, there are no effective treatments to slow, stop or prevent diseases like Alzheimer’s, but researchers are working hard to change that.

“We are so grateful to everyone who is putting their grit and pedal power to the test this winter by taking on the Cycling Down Dementia challenge. The vital funds raised will help us power world-class studies to make life-changing breakthroughs for people with dementia.”

To sign up for Cycling Down Dementia go to <cycle.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 rides.

Participants can clock up the kilometres on the road or on an indoor bike. They can compare their distance and fundraising with others on the website and compete for a place on the leaderboards.

Anyone who raises £200 will receive a free Alzheimer’s Research UK buff and participants who raise £400 will get a free cycling jersey.

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.