**NEWS RELEASE**

**[Date]**

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

A [man/woman] from [city or town] is aiming to run [xx]km before the end of the summer to raise money for pioneering dementia research.

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

Running Down Dementia challenges supporters to run either 100km (Pioneer), 300km (Epic) or their own choice of distance (Maverick) before the end of August to 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 parkrun UK, first launched Running Down Dementia in 2016. The campaign has so far raised over £1.5million for life-changing research.

Julia Sobik, Head of Sporting Events at Alzheimer’s Research UK, said: “Dementia affects a significant proportion of the population – more than half of UK adults know someone with dementia. Today, there are no effective treatments to slow, stop or prevent the diseases that cause dementia, but scientists are working hard to change that.

“We are so grateful to everyone who is clocking up the kilometres for Running Down Dementia. 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 Running Down Dementia go to [run.thetreblechallenge.org](https://run.thetreblechallenge.org/)

When someone signs up they create their own supporter page where people can see how they are getting on and sponsor them. Participants can connect tracking apps such as Strava or MapMyFitness to their supporter page to record their activity or can manually add runs or walks.

Anyone who raises £200 will receive a free Alzheimer’s Research UK neckwarmer and participants who raise £400 will get a Running Down Dementia T-shirt.

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.