**NEWS RELEASE**

**[Date]**

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

A [man/woman] from [city or town] is making a splash for dementia research by taking on a challenge to swim [xx]km before the end of October.

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

Swimming Down Dementia challenges supporters to swim either 10km (Pioneer), 30km (Epic) or their own choice of distance (Maverick) between September 1 and October 31 and raise money for the UK’s leading dementia research charity.

[First name] is clocking up the distance at [name of swimming pool/name of lake etc]

[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 second year of Swimming Down Dementia. The campaign raised more than £140,000 last year for life-changing research.

Julia Sobik, Head of Sporting Events at Alzheimer’s Research UK, said: “One in three people born today will develop dementia in their lifetime unless we bring about life-changing preventions and treatments.

“We are so grateful to everyone who is clocking up the kilometres for Swimming 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 Swimming Down Dementia go to <swim.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 swims.

Participants can split up their target distance into whatever chunks they like and can clock up the kilometres in a pool or, if they are a seasoned outdoor swimmer, in the sea or a lake.

Anyone who raises £200 will receive a free Alzheimer’s Research UK swimming cap and participants who raise £400 will receive a free technical 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.