

FOR IMMEDIATE RELEASE

Alzheimer's Disease Association commemorates World Alzheimer's Month with Carnival on 21 September 2019

Singapore, 18 September 2019 – The Alzheimer's Disease Association (ADA), Singapore's leading Social Service Agency in specialised dementia care, will host a World Alzheimer's Month 2019 Carnival on Saturday, 21 September 2019. The Carnival is organised by ADA to celebrate the lives and abilities of persons with dementia, as well as to stand in solidarity with them and their families.

World's Alzheimer's Month, or 'WAM', is an international initiative by Alzheimer's Disease International (ADI) held every September to raise awareness and challenge the stigma that surrounds dementia. The initiative hopes to inspire an increase in awareness, engagement and activism, and is based on the understanding that increased conversation about dementia helps tackle the stigma, normalises language and encourages people to seek help, advice and support.

WAM 2019 Carnival, held at *SCAPE on 21 September from 11am to 4pm, consists of funfair activities and snacks, as well as a myriad of edu-tainment (educational and entertainment) booths for the public to learn more about dementia and how to manage it. Fringe activities include a movie screening, playback theatre performance and panel discussion with Kate Swaffer, co-founder and co-chair of Dementia Alliance International. The Carnival is open to the public free of charge.

ADA will also be launching their new publicity campaign **#DespiteDementia** during the Carnival, with the debut of the first campaign video titled "The Power of Family". #DespiteDementia was devised to increase education in Singapore about the condition, as well as to reduce social stigma of those living with dementia, families of persons with dementia and the communities around them.

The campaign's name also seeks to urge people to focus on what those living with dementia can still do *despite* living with the condition, rather than what they cannot.

WAM 2019 Carnival aims to reach out to over 800 attendees and includes over 20 booth partners such as the Agency for Integrated Care (AIC), Montfort Care and Sengkang General Hospital, among others. WAM 2019 Carnival is in support of the Forget-Us-Not campaign and is made possible by supporting organisation, Musim Mas Holdings.

The annual WAM event hopes to foster a tighter community spirit for those with dementia and their loved ones, to create a safe space for them to socialise and have fun.

Said Mr Jason Foo, Chief Executive Officer: "Ultimately, ADA hopes that through the WAM and the 'Despite Dementia' initiative, Singapore can forge towards a more dementia inclusive society."

For more information about the Carnival and partners involved, please refer to the attached Factsheet.

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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,

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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 Alzheimer's Disease International

ADI is the international federation of Alzheimer associations around the world, in official relations with the World Health Organization. Each member is the Alzheimer association in their country who support people with dementia and their families. ADI's vision is prevention, care and inclusion today, and cure tomorrow. Alzheimer's Disease International (ADI), headquartered in London, believes that the key to winning the fight against dementia lies in a unique combination of Global Solutions and local knowledge. As such, it works locally, by empowering Alzheimer associations to promote and offer care and support for people with dementia and their carers, while working globally to focus attention on dementia.

About #DespiteDementia

#DespiteDementia is an awareness campaign by ADA that aims to tackle the stigma faced by persons living with dementia and caregivers. Based on findings from the first national survey on dementia in Singapore (dubbed: [Remember.For.Me](#)) by Singapore Management University and ADA in April 2019, it highlights a need to continue increasing awareness on dementia and combat the stigma that surrounds it. *#DespiteDementia* reminds all of us to love and learn about persons with dementia and encourage them to live life to the fullest despite living with the condition. For more information, visit <http://alz.org.sg/despitedementia>.

About Musim Mas Holdings

Headquartered in Singapore, Musim Mas is one of the world's biggest players in the palm oil industry. Involved in every part of the palm oil supply chain: from managing plantations and mills to refining crude palm oil and manufacturing palm-based products, they are supported by an extensive fleet of ship tankers and barges that enhance their logistical capability. They have over 37,000 employees in 13 countries across Asia Pacific, Europe, and the Americas, committed to meeting global palm oil demand in an environmentally, socially and economically viable way.

About Forget Us Not

Dementia is fast replacing cancer as the world's most dreaded medical condition. Being dementia-friendly is the first step in enabling persons with dementia to continue to live with dignity in the familiar neighbourhoods they may have called home for decades.

This is why the Lien Foundation has partnered the Alzheimer's Disease Association and Khoo Teck Puat Hospital to build a community of care where the condition is normalised and accepted as a disability; where people readily chip in to help friends, relatives, neighbours or colleagues who are caring for someone with the condition or have been diagnosed themselves. For more information, visit <https://www.forgetusnot.sg/>

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