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Dementia Singapore Inspires Hope for the Dementia Community Through Nationwide Virtual Steps Challenge

Walk2Remember 2022 is organised in collaboration with AMKFSC Community Services, AWWA, Tan Tock Seng Hospital and TOUCH Community Services, and supported by Cerecin



SINGAPORE (11 August 2022) – Singapore will be asked to go the extra mile for the dementia community as **Dementia Singapore** embarks on its annual nationwide virtual steps challenge during World Alzheimer’s Month for participants to show their support for some 100,000 persons living with dementia here.

Called **Dementia Singapore Walk2Remember 2022**, the 21-day virtual steps challenge will be held from 1 to 21 September 2022. The event is organised by **Dementia Singapore** in collaboration with four of its Partners from the Ang Mo Kio Partners’ Network – namely, **AMKFSC Community Services, AWWA, Tan Tock Seng Hospital, and TOUCH Community Services**. It is also in support of the Dementia Friendly Singapore initiative by the **Agency for Integrated Care (AIC)**.

There are five milestones for participants to achieve over the course of the 21 days: 20,000 steps, 50,000 steps, 100,000 steps, 150,000 steps, and 200,000 steps. As they clock in their steps, participants can also complete ‘missions’ and find out more about dementia and Dementia Singapore. Registration is free.

“Where there is love, there is hope. Beyond raising awareness of dementia, our goal this year is to inspire hope for the dementia community. We want to show everyone impacted by dementia – be it the people living with the condition, their caregivers, family members, or professional healthcare workers – that they have allies in our



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society walking with them and for them, every step of the way,” said Dementia Singapore CEO, Mr Jason Foo.

“Dementia Singapore Walk2Remember 2022 is our way of empowering more people to pledge their support for our growing dementia population and ultimately, get involved in helping us build a dementia-inclusive Singapore.”

At last year’s Walk2Remember, over 6,000 people registered for the virtual steps challenge, twice the number of participants as the previous edition in 2020. Like the previous edition, this year’s Walk2Remember is supported by pharmaceutical firm, Cerecin.

“Cerecin is very pleased to support the inaugural Walk2Remember by Dementia Singapore for the third year running,” said Cerecin President and CEO, Dr Charles Stacey.

“This virtual challenge empowers all of us to come together to honour the people impacted by dementia and do our part to support them. As a company focused on developing innovative medicines for neurology and brain health, Cerecin is committed to serving people affected by this condition.”

HOW TO REGISTER

- Participants will be invited to register for the virtual steps challenge via Dementia Singapore’s virtual race partner, 42Race, at <https://web.42race.com/race-bundle/dementiasgwalk2remember2022>
- They will then be prompted to download the virtual race application on their mobile phones, which will run in the background of their smart devices and record the number of steps they take each day.
- The total number of steps each person clocks will be tallied over 21 days, culminating on 21 September 2022, which is World Alzheimer’s Day.

PRIZES TO BE WON

This year, 500 lucky participants who have completed 100,000 steps and above will stand to win a limited edition ‘Walk2Remember 2022’ T-shirt.

In addition, Dementia Singapore Walk2Remember is pleased to partner American consumer electronics and fitness company, Fitbit by Google, for the second year running to provide discounts and prizes for participants.

All participants will receive a 20% discount with free shipping for all Fitbit by Google products on its online retailer fitbit.com/sq from now till the end of the event on 21 September 2022.

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2 lucky participants who have completed all 5 milestones – 200,000 steps and above – will also stand to win a Fitbit Versa Lite each. Another 8 lucky participants who have successfully completed the ‘Missions’ challenge – where participants are required to complete a set of tasks to learn more about dementia and Dementia Singapore’s programmes and services – will stand to win a Fitbit Charge 4 each in a lucky draw.



Fitbit Versa Lite



Fitbit Charge 4

ABOUT WORLD ALZHEIMER’S MONTH

Dementia has affected more than 50 million people worldwide. According to the Institute of Mental Health, in Singapore, one in 10 people above the age of 60 has dementia, with the condition affecting one in two people above 85. Currently, Dementia



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Singapore estimates the number of people diagnosed with dementia in Singapore at 100,000, with some estimates projecting that the number will hit over 150,000 by 2030.

World Alzheimer's Month is a global campaign held every September, featuring a month-long calendar of events and activities, dedicated to raising awareness and challenging the stigma of dementia. World Alzheimer's Day falls on 21 September of every year.

Dementia Singapore's theme for World Alzheimer's Month 2022 is, "Together, there is Hope", as the organisation encourages people to remember that it is a whole-of-society effort to find various ways to involve, enable, and inspire persons with dementia as they continue to lead meaningful and purposeful lives despite their condition. Events and activities such as Walk2Remember 2022 provide opportunities for the nation to stand in solidarity with Singapore's dementia community.

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ABOUT DEMENTIA SINGAPORE

Dementia Singapore was formed in 1990 as the “Alzheimer’s Disease Association” to better serve Singapore’s growing dementia community, increase awareness about dementia, and reduce the stigma surrounding the condition.

As Singapore’s leading Social Service Agency (SSA) in specialised dementia care, Dementia Singapore aims to advocate for the needs of people living with dementia and their families; empower the community through capability-building, knowledge and consultancy; and deliver quality, person-centred care innovations.

For more information, visit <http://dementia.org.sg>.

ABOUT CERECIN

Cerecin is a global pharmaceutical company headquartered in Singapore. With almost 20 years of innovation and leadership in neurology and brain health, Cerecin develops medicines and therapeutics that have the potential to help millions of people around the world. Cerecin’s products target conditions ranging from Alzheimer’s disease to rare paediatric forms of epilepsy. The company is the developer of Axona®, a health supplement that has been scientifically developed to support memory and cognition by providing energy for healthy brain metabolism. It is a simple addition to one’s daily regimen to address the nutritional needs of the aging brain.

ABOUT THE ANG MO KIO PARTNERS’ NETWORK

The Ang Mo Kio Partners’ Network is a coalition of social and healthcare agencies, grassroots organisations and community stakeholders. It was established to build networks of

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communication and care, connecting like-minded stakeholders keen on supporting residents to be well, independent and better age in place. This network includes:

AMKFSC COMMUNITY SERVICES

Founded in 1978, AMKFSC Community Services Ltd. is a leading community-based social service agency, which provides a holistic range of services to support children, youths, families, and seniors at multiple touchpoints across Singapore. AMKFSC operates four family service centres across Ang Mo Kio, Sengkang and Punggol, alongside other support services such as student care, senior services, a youth centre, and mental health support programmes. Visit <https://www.amkfsc.org.sg/> for more information.

AWWA

AWWA is a Singapore-based registered charity founded in 1970 by a group of volunteers supporting low-income families. It has since evolved into one of the largest multi-service social service agencies in Singapore, delivering a wide range of programmes and services. These include early intervention for pre-schoolers, education and integration support for children and adults with additional needs, social assistance for vulnerable families, and care services for seniors.

AWWA is constantly striving to fulfill its mission of empowering the disadvantaged, and identifying and filling key social service gaps in the community. AWWA's services are focused on empowering clients to participate in society as fully as possible, whether through achieving independence, integration in mainstream settings, or aspiring to full inclusion. In recent years, AWWA has been advocating for greater inclusion in the education sphere. In 2016, it started Kindle Garden, Singapore's first truly inclusive preschool, with the support of Lien Foundation.

AWWA is a registered charity with an Institution of a Public Character (IPC) status.

TAN TOCK SENG HOSPITAL

Tan Tock Seng Hospital (TTSH) is the flagship hospital of the National Healthcare Group and part of Singapore's Public Healthcare System. As a pioneering hospital with strong roots in the community for over 178 years, TTSH is recognised as the People's Hospital, serving a resident population of 1.4 million living in Central Singapore. Together with 70 community partners and 80 community health posts, it brings care beyond the hospital into the community as an integrated care organisation – Central Health.

As one of the largest multi-disciplinary hospitals in Singapore, TTSH operates more than 1,700 beds with centres of excellence including the National Centre for Infectious Diseases (NCID), Institute for Geriatrics & Active Ageing (IGA), NHG Eye Institute (NHGEI), and TTSH Rehabilitation Centre.

TOUCH COMMUNITY SERVICES

Since 1992, TOUCH Community Services has served people of all backgrounds to see sustainable change and transformation in their lives. It believes in the worth and potential of every child, youth at-risk, family in need, senior and person with special or healthcare needs to grow, participate and contribute in the community.

The heartbeat of TOUCH is to activate potential, build independence, connect people, and deliver impact by developing sustainable solutions in society. As part of its efforts to better meet the current and future needs of Singapore's rapidly ageing population, TOUCH piloted the Community Enablement Project (CEP) in 2016 to activate communities by developing



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residents and stakeholders as resources to support ageing in community. Caregivers can also receive further support through the building of care networks within their community, and be empowered with skillsets to enhance their physical and mental well-being.

TOUCH also provides support for caregivers through its home care and support services, Care Line – a helpline for caregivers – and online support group for caregivers. Caregivers can log onto www.touch.org.sg/caregivers for caregiver-related support and services.