

MEDIA RELEASE

#ShineForDementia Goes to the Heartlands to Mark World Alzheimer's Day 2023

Two heartland malls join the list of iconic Singapore landmarks to light up in purple and yellow as a show of solidarity for the dementia community



Northpoint City is one of two heartland malls participating in this year's #ShineForDementia light-up event.

[Singapore, September 21, 2023] Northpoint City in Yishun and Century Square in Tampines were bathed in purple light this evening as the two heartland malls joined several other iconic buildings around Singapore in the #ShineForDementia initiative to mark World Alzheimer's Day today.

The light-up event is part of Dementia Singapore's advocacy efforts to raise awareness for the condition and the people impacted by it – persons living with dementia, caregivers and family members, healthcare professionals, and community care workers – during the month of September, which is commemorated internationally as World Alzheimer's Month. It is in support of the Dementia-Friendly Singapore (DFSG) movement by the Agency for Integrated Care (AIC).



Purple is the symbolic colour universally associated with dementia, while yellow represents positivity, providing an enlightened contrast to the stigma and negativity often associated with the condition.

For the first time this year, two heartland locations, Northpoint City in Yishun and Tampines' Century Square, participated in the initiative. They are managed by Frasers Property Singapore.

"Last year, the #ShineForDementia light-up featured iconic buildings in the city centre. This year, we wanted to expand the initiative's advocacy and awareness-building efforts to include popular spots in the heartlands," said Bernard Lim, Dementia Singapore's Director of Advocacy & Communications.

"That's why we are very grateful that Frasers Property Singapore has come on board as a partner for this year's showcase. Northpoint City and Century Square, located in Yishun and Tampines respectively, will light up in purple to mark World Alzheimer's Day."

The Centrepoint along Orchard Road, which is also managed by Frasers Property Singapore, is part of the light-up this year as well.

"We are honoured to join Dementia Singapore in raising awareness of the need to build a society of empathy and hope," said Ms Soon Su Lin, Chief Executive Officer of Frasers Property Singapore.

"We see our malls as social hubs of the communities in which they serve. Through initiatives such as #ShineForDementia and Inclusive Champions, and enhancing our properties to improve mobility and accessibility, our spaces help bring people together to bond over shared experiences and strengthen our social fabric. Together with like-minded partners like Dementia Singapore, we hope to continue contributing towards a more supportive and caring environment for those living with dementia, as well as for their caregivers and family members."

Also taking part in the light-up are four other iconic Singapore landmarks, which participated in #ShineForDementia last year. They are:

- Singapore Flyer
- Esplanade - Theatres by the Bay
- Singapore Sports Hub
- National Gallery Singapore

Singapore Sports Hub has been part of #ShineForDementia since its inception in 2021 and the National Stadium at the Sports Hub will, once again, light up in support of World Alzheimer's Day this year.



Ms Grace Low, Head, Customer and Community Engagement and Lead, Accessibility Taskforce, The Esplanade Co Ltd, said that Esplanade – Theatres on the Bay is proud to once again light up its domes in purple and yellow in support of World Alzheimer’s Day.

She added that apart from the light-up, Esplanade has very much been involved in initiatives to support persons with dementia and their caregivers.

“Besides being a Dementia-Friendly Arts Venue and Dementia Go-To-Point, all *Esplanade Presents* programmes that offer concessions have ticket concessions for persons with disabilities (PWDs), which persons living with dementia can utilise,” she said.

“This concession for PWDs also extends to one accompanying companion which we hope is beneficial for the community. In line with our goal of accessibility and inclusion, since October 2022, Esplanade has also been piloting Relaxed Environment (RE) performances which welcome audiences of all ages and abilities, and allow audiences to leave and re-enter performance venues whenever necessary.”

Alicia Teng, Deputy Director, Community & Access, at the National Gallery, added that the Gallery is happy to lend its support once again to the light-up.

“This echoes our commitment to foster a thoughtful and inclusive society, by creating an environment at the Gallery where individuals with dementia are valued, respected and empowered,” she said.

“Through our *Art with You* programme that we co-developed with Dementia Singapore and launched last year, we aim to continue encouraging positive engagement by combining people-centred care with arts engagement. Our certification as an official Dementia Go-To Point further solidifies our dedication.”

As part of the activities to mark World Alzheimer’s Day, Dementia Singapore also organised a private screening of *Lady!*, an award-winning local documentary that follows the journey of Siti as she cares for her husband who has young onset dementia, at Golden Village, VivoCity. The film, which was completed this year, took three years to produce with the support of Lien Foundation and The Majority Trust.



Said Tan Pei Lin, Director of Lady!: "We hope that our film, *Lady!*, can prompt us to reflect on how we, whether as individuals or as a community, can rally for the caregivers in our midst."

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About Dementia Singapore:

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. Dementia Singapore is registered as a Company Limited by Guarantee, listed as a Charity and is recognised as an Institution of a Public Character (IPC). Dementia Singapore is a member of the National Council of Social Service (NCSS) and Alzheimer's Disease International. We have been appointed by NCSS as a "Centre of Specialisation" since 2007, and are one of eight Learning Institutes under the Agency for Integrated Care Learning Network.