

MEDIA RELEASE

**Dementia Singapore brings together families for
WalkForLife 2024 at Our Tampines Hub**



*Around 200 participants took part in WalkForLife 2024 wellness walk to raise awareness about dementia.
[Photo: Dementia Singapore]*

SINGAPORE, 14 September 2024 — More than 200 participants showed up this morning at Our Tampines Hub to walk the talk for dementia awareness in the WalkForLife 2024 event. Organised by Dementia Singapore, a leading social service agency in specialised dementia care, the inaugural non-competitive 1km walk also aims to call attention to how an active lifestyle can help to prevent the onset of dementia.

The wellness walk, sponsored by Tokio Marine Insurance Group (TMIG), took place on the indoor jogging track at Level 5 of Our Tampines Hub, and was flagged off by Mr Gilbert Pak, TMIG's Chief Marketing Officer, and Mr Jason Foo, CEO of Dementia Singapore.

Mr Foo, said: "Every step we take together brings us closer to a world where the general public can better understand dementia and the challenges of living with it. This event is not only an opportunity for the community to come together and raise awareness but also a way to spread the message of hope, especially to those not familiar with dementia. We hope



to organise more of such walks in the coming years to encourage families to stay active and healthy in fun, meaningful ways.”

During the walk, participants visited booths manned by various partners of Dementia Singapore. Associations such as Brain Bank Singapore, Silver Activities and The BioLabs engaged the participants and showed resources that educate them about living with dementia, as well as the symptoms that signal the onset of the condition.

In addition, Memory Lane offered resources that highlight available support networks in Singapore for caregivers. Singapore-based artificial intelligence service company Tack One was also on hand to showcase how their gadgets can help to provide peace of mind for caregivers.

Participants were able to collect stamps at each of these booths, and completed stamp cards could be exchanged for a commemorative event tote bag as well as entry into a lucky draw. The top prize is a [Tack GPS Plus Care Bundle](#) set (worth S\$119.90) with supermarket vouchers worth \$100. Nine sets of supermarket vouchers, each worth a total of \$100, are also set to be won. The draw will take place at a later date and winners will be informed separately.

Raising Public Awareness for World Alzheimer's Month in September

Along with WalkForLife 2024, Dementia Singapore is also set to present the Richard Marx Greatest Hits Live in concert later today (14 September 2024) at Our Tampines Hub. Taking place at the Town Square, the concert is expected to be attended by around 5,000 fans of the Grammy-winning American singer-songwriter. Presented as part of Dementia Singapore's initiatives to raise awareness and support for the dementia cause, this fundraising concert follows last year's sold-out staging of a fundraising concert by popular evergreen pop-rock band, Michael Learns to Rock at the same venue.

On **21 September 2024**, Dementia Singapore will be partnering with various landmarks in Singapore to present #ShineForDementia. Landmarks such as Sentosa Sensoryscape, the National Gallery, The Centrepoint in Orchard and Northpoint City are set to be lighted in purple, the colour representing dementia awareness. This will be the 4th year that Dementia Singapore is carrying out this initiative.

-END-



About Dementia Singapore

Dementia Singapore was formed in 1990 as 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 in specialised dementia care, Dementia Singapore aims to advocate for the needs of people living with dementia and their families; and empower the community through capability-building, knowledge, and consultancy; as well as deliver quality person-centred care innovations. For more information, visit www.dementia.org.sg.

For media enquiries, please contact:

Black Dot Pte Ltd

Amelia **AMARI** (Ms)
Senior Consultant
Black Dot Pte Ltd
E: amelia@blackdot.sg
M: 8590 0567

Marc **LIM** (Mr)
Account Director
Black Dot Pte Ltd
E: marc@blackdot.sg
M: 9457 1315

Dementia Singapore

CHONG Jern Yen (Mr)
Assistant Manager, Advocacy &
Communications
E: jernyen.chong@dementia.org.sg
M: 9783 4785

Don **MENDOZA** (Mr)
Senior Manager, Advocacy & Communications
Dementia Singapore
E: don.mendoza@dementia.org.sg
M: 9838 9438