

MEDIA RELEASE**#ShineForDementia arrives in Sentosa Sensoryscape to mark
World Alzheimer's Day**

The Glow Garden at Sentosa Sensoryscape will light up in purple on 21 September 2024 to mark World Alzheimer's Day. [Photo: Dementia Singapore]

SINGAPORE, 21 September 2024 — Sensoryscape, Sentosa's latest attraction, was bathed in purple light, as it joined other landmarks such as Singapore Sports Hub and National Gallery Singapore, for the #ShineForDementia initiative to mark World Alzheimer's Day today.

The annual light-up event is part of Dementia Singapore's advocacy efforts to raise awareness of dementia and the people impacted by the condition, including persons living with dementia, their caregivers and family members, healthcare professionals, and community care workers.



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, Sentosa Sensoryscape - opened this March - participated in the initiative. The Glow Garden and Lookout Loop at Sensoryscape were lit up in purple, as visitors from near and far were treated to a plethora of immersive audio-visual experiences at the landmark.

Also taking part in the light-up are Singapore Sports Hub, National Gallery Singapore, as well as Frasers Property Singapore's Northpoint City, Century Square, and The Centrepoint retail malls.

Mr Bernard Lim, Director of Advocacy & Communications at Dementia Singapore, said: "Last year, we had Northpoint City and Century Square, lighting up in purple to expand the initiative's reach in the heartlands. This year, we are thrilled to welcome the Sentosa Sensoryscape as a new partner to further extend the reach to both local and foreign visitors on the resort island. Furthermore, the sensory stimulations of Sensoryscape can have positive effects for persons living with dementia."

In addition, SDC will further help raise awareness of dementia through regular scheduled talks on living with dementia and guided tours of Sentosa Sensoryscape.

Building a Dementia-Friendly Ecosystem

With the prevalence of dementia expected to rise with Singapore's ageing population, these initiatives are crucial for building an inclusive and supportive environment. Support from partners has been vital in expanding awareness efforts into the community.

For instance, Frasers Property Singapore last year launched an industry-first Inclusion Champions Programme, in partnership with Dementia Singapore, SG Enable and St. Andrew's Autism Centre, to equip frontline employees and retail tenants with the tools and knowledge to make public spaces more accessible and comfortable for everyone.

In addition, Frasers Property Singapore rolled out 102 dementia go-to points located across its malls to provide resources, assistance, and support for individuals and families navigating dementia.

Dementia Singapore

20 Bendemeer Road, #01-02, BS Bendemeer Centre, Singapore 339914 Tel: (65) 6293 9971 Fax: (65) 6293 6631



Ms Soon Su Lin, CEO of Frasers Property Singapore, said: “Our malls are more than shopping centres, they are social hubs of the communities they serve. Through initiatives such as #ShineForDementia and Inclusion Champions Programme, we hope that our spaces will help bring people together to foster greater empathy, support and understanding for our diverse community, including those living with dementia and their caregivers.”

By expanding awareness into everyday spaces like heartland malls and Sentosa, and offering dementia-friendly public services, these community partners continue to push for a future where people living with dementia are understood, respected, and supported.

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.

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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.

Please find the press kit [here](#).

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)
Senior 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