



MEDIA RELEASE

Thursday, January 21, 2016

Dementia care charity awarded PartnerRe Women's 5K funds

Hamilton, Bermuda—Action on Alzheimer's & Dementia (AAD) has received a generous gift of funding from last fall's successful PartnerRe Women's 5K Run & Walk—money that will support critical programmes to help people living with dementia.

More than 1,000 women and girls participated in last October's 18th Annual PartnerRe Women's 5K, raising an impressive \$16,815 in race fees alone. Thanks to PartnerRe's signature sponsorship of the popular event, that amount was donated in full by organiser Mid-Atlantic Athletic Club (MAAC), along with a matching figure from PartnerRe, for a total gift to AAD of \$33,631.

“This is greatly appreciated by our charity and it will go directly to people in need,” said AAD President Elizabeth Stewart. “Specifically, the PartnerRe 5K donation will fund free dementia-specific occupational therapy services for people in Bermuda living with dementia. This includes cognitive and functional assessments, home-safety assessments, care planning, plus education for caregivers and family members,

“As one of the core services that AAD provides,” she added, “we appreciate having this funding, as it will allow us to continue providing these types of services free of charge.”

Registered as charity 929, AAD is dedicated to supporting people living with dementia and their families, along with advocating for quality care. Among its services, AAD acts as a community liaison to government departments and care homes; provides dementia-specific training for those in healthcare settings; offers occupational therapy services, including safety assessments and care planning for families; identifies and helps those who are living alone with no caregiver or advocates; provides a dementia-specific activities programme and hosts monthly support group meetings for families.

“The PartnerRe Women's 5K Run & Walk is one of the largest all-female sporting events

in Bermuda and has raised more than \$400,000 over the years for female-related causes here,” noted Jaime Masters, of PartnerRe. “The 2015 race marked 18 years of ‘Women helping Women’ and all participants helped us reach this substantial donation that will support a very important Bermuda charity. Dementia affects many people in our community, especially women, and this donation will help AAD make a difference in their lives.”

Alzheimer’s, which has no cure, is one of numerous types of dementia, and the most common. A progressive illness that destroys areas of the brain, it causes memory loss, confusion, and eventual loss of speech, understanding and movement. Worldwide, some 50-million people live with dementia—including an estimated 1,000 in Bermuda.

Statistics show women are more at risk of developing dementia than men, and the symptoms they live with can be more severe. Women also make up the majority of both professional and (unpaid) family caregivers.

“MAAC is grateful to PartnerRe for making this size of donation possible and for its partnership on this event over so many years,” said Race Director Rose-Anna Hoey. “Our club would also like to thank all participants who helped make the 2015 event a great race once again, and whose race entry fees contributed to this fantastic donation to a very worthy cause.”

AAD was also selected the charity beneficiary for this month’s inaugural Gosling’s to Fairmont Road Race.

For more information on AAD, please contact 707-0600 or alzbermuda@yahoo.com.

PHOTO CAPTION: AAD President Elizabeth Stewart (centre), with MAAC Race Director Rose-Anna Hoey (left) and Jaime Masters of PartnerRe.

MEDIA CONTACT: Rosemary Jones, 337-4696 or rose@logic.bm