

FEB FEB
25 - 29
2019 2020

PREVENT Dementia
Around the World

Running around the globe to fund vital brain health research



www.strava.com/clubs/PreventDementia



www.justgiving.com/campaign/PREVENT



www.ed.ac.uk/fundraise-your-way



[@AD_PREVENT](https://twitter.com/AD_PREVENT)



www.facebook.com/events/1444155102387052

Neil Fullerton

PREVENT Dementia Research Assistant

Phone: +44 (0) 131 651 7661

Email: prevent@ed.ac.uk

Kerry Mackay

Senior Community Fundraising Officer

Phone: +44 (0) 131 650 9221

Email: kerry.mackay@ed.ac.uk

Privacy notice

We are committed to protecting your privacy and keeping you informed of how your information is used. Visit www.ed.ac.uk/development-alumni/privacy or email dpo@ed.ac.uk for more information.

All fundraising in aid of the Centre for Dementia Prevention is administered by the University of Edinburgh Development Trust, a charity registered in Scotland, with registration number SC004307.

PREVENT Dementia Around the World



PREVENT Dementia Around the World
will see you and your fellow supporters
run a combined total of 40,075km
the equivalent of running around the equator of the earth
to fund vital brain health research.

preventdementia.co.uk
[@AD_PREVENT](https://twitter.com/AD_PREVENT)

Why are we running?

Today 50 million people around the world live with dementia.

To tackle the diseases that lead to dementia will take an effort of enormous magnitude and global reach. Essential in the challenge to defeat dementia is the fundraising that fuels vital research. We believe our fundraising efforts should mirror the mammoth scale of this challenge.

This year, we are taking on our most ambitious fundraising campaign yet.

Together, we will run around the world to PREVENT dementia.

Regular exercise that gets your heart beating faster is one of the most effective ways that you can look after your brain health.

We are asking you - along with your friends, family and colleagues - to join our running team and contribute towards our grand total. From a light jog around the park to an ultra-marathon, every step will build towards our ultimate goal.

By adding up the distance covered by every individual member of our team, we aim to make it around the world by the end of February 2020. Please join us in the race to PREVENT dementia!

Every penny raised will support the **PREVENT Dementia Research Programme** led from the University of Edinburgh. The aim of PREVENT Dementia is to find new ways to detect the earliest changes in the brain long before symptoms appear. Our goal is to predict who is at greatest risk of dementia and develop strategies to intervene and slow or prevent the disease.



How to get involved

Thank you for sharing our vision that by working together to deliver vital research, we will achieve a future without dementia.

To join us follow these five simple steps:

- 1) Say hello!** Get in touch with us via prevent@ed.ac.uk and let us know you are joining the team. It's really important we know who is contributing to our challenge, so we can say thanks and keep each other up to date with our progress, so please do get in touch. We are committed to protecting your privacy and keeping you informed of how your information is used. Visit www.ed.ac.uk/development-alumni/privacy for more information.
- 2) Count your kilometres.** To achieve our goal it's vital we keep a count of everyone's distances covered. The easiest way to do this is to join our group on Strava. Simply download the app, search 'Prevent Dementia' and hit join. Don't have Strava? No problem. Reply to our weekly emails to let us know how far you have run and we will add your distance to our grand total.
- 3) Start fundraising.** Join our JustGiving campaign at www.justgiving.com/campaign/PREVENT. Don't be shy - spread the word between family and friends. If someone you know wants to join the challenge please tell them to get in touch. Email kerry.mackay@ed.ac.uk for more advice and tips.
- 4) Share your success!** We want to shout about our amazing runners, so be sure to share your story as well as lots of pictures on social media.
- 5) Get running to PREVENT dementia!**

