**NEWS RELEASE**

**[Date]**

**[Name of your city or town] [woman/man] takes on [xxx]-mile cycling challenge for dementia research**

A [man/woman] from [city or town] is aiming to cycle [xxx] miles during the winter months to raise money for pioneering dementia research.

[First name and surname], [age], has signed up for Alzheimer’s Research UK’s Cycling Down Dementia challenge.

Cycling Down Dementia challenges supporters to ride either 300 miles (Pioneer), 1,000 miles (Epic) or their own choice of distance (Maverick) between 1 November and 31 January and raise money for the UK’s leading dementia research charity.

[First name] said: “[add your quotes here]”

[First name] [is aiming to raise/has so far raised] [£xxx]. To sponsor [her/him] visit [fundraising page link]

Julia Sobik, Senior Sporting Events & Partnerships Manager at Alzheimer’s Research UK, said: “There are 850,000 people with dementia in the UK and the condition has a devastating effect on hundreds of thousands of families. Alzheimer’s and the other forms of dementia are now one of society’s biggest medical challenges, but with research they can be overcome.

“We are so grateful to everyone who is putting their grit and pedal power to the test this winter by taking on the Cycling Down Dementia challenge. The vital funds raised will help us in our mission to make life-changing research breakthroughs for people with dementia.”

When people sign up for Cycling Down Dementia they create their own supporter page where family and friends can see how they are getting on and sponsor them. They can connect tracking apps such as Strava or MapMyFitness to their supporter page to track and record their activity or can manually add rides.

Participants can clock up the miles on the road or on an indoor bike. They can compare their distance and fundraising with others on the website and compete for a place on the leaderboards.

Anyone who raises £200 will receive a free Alzheimer’s Research UK buff and participants who raise £400 will get a free cycling jersey.

To sign up for Cycling Down Dementia go to [www.cyclingdowndementia.org](http://www.cyclingdowndementia.org)

For further information about Alzheimer’s Research UK, or to find out more about fundraising for the charity, call 0300 111 5555 or visit [www.alzheimersresearchuk.org](http://www.alzheimersresearchuk.org)

**Ends**

**For further information, please contact [your name] on [phone number] or email [email]**

**Notes to editors:**

* Alzheimer’s Research UK is the UK’s leading dementia research charity dedicated to making life-changing breakthroughs in the prevention, treatment and cure of dementia.
* Our animation “What is dementia?” explains the essentials of dementia and the diseases that cause it [https://www.youtube.com/watch?v=HobxLbPhrMc](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DHobxLbPhrMc&data=02%7C01%7Cjude.clarke%40alzheimersresearchuk.org%7C1d51a67f9bf248135a2e08d6328edf5a%7C3ff0862ec34d4576a3e9bd4ff57a08c0%7C0%7C0%7C636751986557953607&sdata=zTq1npGJkURc%2Ff7VZQwjiQXX8rO6XLFp8zUT6nvwv6c%3D&reserved=0)
* To help us make breakthroughs possible, donate today by visiting [www.alzheimersresearchuk.org](https://emea01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.alzheimersresearchuk.org&data=02%7C01%7Cjude.clarke%40alzheimersresearchuk.org%7C1d51a67f9bf248135a2e08d6328edf5a%7C3ff0862ec34d4576a3e9bd4ff57a08c0%7C0%7C0%7C636751986557953607&sdata=vK%2FaJSVTjW7T6NyZ8ibak2ZAHPIhxO1DQi32CAkOk2o%3D&reserved=0) or calling 0300 111 5555.