News Release Informing Community of
Dementia Friendly Work Underway: Template

FOR IMMEDIATE RELEASE FROM: [name]

DATE: [Insert date] CONTACT: [Name & phone number/email]

**[Community Name] Is Working to Become Dementia Friendly**

Families in every city, town, and rural area in Minnesota are feeling the effects of Alzheimer's and related dementias. Many relatives, friends, colleagues, and neighbors want to help.

[Community name] is one of more than 40 communities throughout the state taking steps to create a dementia friendly culture, which is informed, safe, inclusive and respectful of people living with dementia and their families, has dementia-supportive resources, and fosters quality of life for everyone. Every part of [community name] can take steps to create a dementia friendly community, such as:

* Businesses that train employees on interacting with customers who have dementia
* Clinics that promote timely diagnosis of Alzheimer’s and provide care and support options
* Faith communities that welcome and engage people living with dementia and their families
* Inclusive and meaningful participation in community life for all

For 2018, the Alzheimer’s Association estimates there are 94,000 Minnesotans age 65 and older with the disease and thousands more with other dementias. The disease also touches 254,000 family members and friends in our state who are caregivers. (Find more Alzheimer’s facts and figures at <https://www.alz.org/facts/overview.asp>)

In [community name], an estimated [insert number] have Alzheimer’s. As a response to this reality, [community name] is using an evidence-based community toolkit to assess dementia-related strengths and gaps in[community name], to identify community goals and ways to respond, and to determine action steps to achieve the goals

To learn more about this important work and how to get involved, please contact [person, phone, email].