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## Bob Willis Trophy to support Alzheimer's Society's Sport United Against Dementia

- Third Day of Bob Willis Trophy final to help raise awareness and funds for Alzheimer's Society
- The charity's Sport United Against Dementia campaign is working with major UK sports to create real and lasting change for those affected by dementia
- Anyone who needs dementia support can call Alzheimer's Society's support line on 0333 150 3456
- To donate to Alzheimer's Society, Text UNITE2 to donate £10

The third day of the Bob Willis Trophy final will be staged in support of Alzheimer's Society's Sport United Against Dementia (SUAD) campaign at Lord's next week.

The newly-crowned LV= Insurance County Championship winners will play the runner-up in the end-of-season showpiece match, which will also raise awareness and much-needed funds for the leading dementia charity's vital work.

Alzheimer's Society's SUAD campaign will bring the sporting world together to provide hope for future generations through research and transform the way sport supports people affected by dementia, so no player, former player or supporter across the nation faces dementia alone.

The campaign has already been backed by an elite group of figureheads from the world of sport, who have recently been announced as SUAD Champions, including former England captains Alec Stewart OBE, Andrew Flintoff MBE and former Australia leg-spinner Shane Warne.

The captains of both competing counties will wear pin badges in their pre-match media to show their support for the SUAD campaign, with branding to appear across Lord's throughout the match.

By working in partnership with clubs and governing bodies across multiple sports, including cricket, the campaign will help create a network of dementia friendly facilities, so people can enjoy sport for longer.

It will also raise vital funds for Alzheimer's Society's urgently needed support services and increase awareness of what support is available, enabling local clubs to inform and refer their players, former players, fans and their families to services so they can get the help that they need.

The campaign will also fund research to further understanding of the connections between sport and dementia and help identify the very earliest signs of dementia and what might increase a persons' risk.

Support from the Bob Willis Trophy final comes after a huge demand for Alzheimer's Society's services, after people with dementia have been worst hit by the pandemic.

**ECB Chief Executive Officer, Tom Harrison, who sits on the SUAD Board, said:**

“Dementia is a cruel disease and its significant impact has hit those affected, and the family members who support them, even harder during the pandemic.

“Providing essential support and investing in research to better understand the disease is central to the Sport United Against Dementia campaign.

“I am proud that the Bob Willis Trophy final, as a showpiece event of domestic cricket, will also provide a stage to raise funds and awareness so that together we can help improve lives.”

**Kate Lee, Chief Executive at Alzheimer’s Society:** “Having the support of The Bob Willis Trophy is a massive boost to our Sport United Against Dementia campaign, as we look to reach even more people in the sporting community, from fans to past and present players.

“The last two years have been incredibly tough for people with dementia in the UK and their families and our support services have been used more than 6 million times since March 2020 - having the backing of such a major fixture in cricket will help us raise crucial funds and awareness of dementia and the support available to anyone who needs it.”

**Former England captain, Andrew Flintoff, said:** “It’s shocking to hear that there are currently 850,000 people living with dementia today, and that’s not including the millions of family members and friends who play such a crucial role caring for loved ones with the condition. Sport has been part of my life for so long and I know the industry can make a huge difference by bringing dementia out of the shadows and making sure both sport watchers and players can get the help they deserve.

“That’s why it’s great to be supporting Alzheimer’s Society’s Sport United Against Dementia campaign as one of its Champions - together we can raise awareness of dementia and as much money as possible to provide support that is so desperately needed right now.”✉

**To find out more about Alzheimer’s Society’s Sport United Against Dementia campaign, visit: [alzheimers.org.uk/SUAD](https://alzheimers.org.uk/SUAD)**

**To donate to Alzheimer's Society, Text UNITE2 to donate £10**

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## **Editor's Notes**

What is Sport United Against Dementia?

Alzheimer's Society's Sport United Against Dementia campaign aims to raise funds to increase capacity to the charity's support services and increase awareness of dementia, the importance of seeking diagnosis and the support that is on offer.

The campaign is supported by leaders from sports across the UK. Surrey chair Richard Thompson chairs an SUAD Board, which also includes ECB Chief Executive Tom Harrison and MCC CEO Guy Lavender.

SUAD aims to create dedicated referral pathways from sporting bodies and clubs into its support services, making it easier for people to gain the expert advice, guidance and information they need.

SUAD will fund a dedicated role and work in partnership with governing bodies and clubs to ensure that fans with dementia can access venues and remain connected to their clubs.

SUAD is investing in dedicated research projects like PREVENT RFC, which will examine whether former rugby players show more signs of early neurodegenerative disease like dementia than the general population and if so, why. SUAD will also help fund an informal pilot study with elite football players, which will help lay the groundwork for future research looking at football and dementia.

**Dementia Connect support Line**

The Alzheimer's Society's dedicated support line is open seven days a week and the charity's specially trained Dementia Advisers are here provide support and advice to people affected by dementia.

Call [0333 150 3456](tel:03331503456) or find out more information about [opening hours](#).

**For further information, please contact:**

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### **About Alzheimer's Society**

- For up to date information, services and practical advice, please visit [alzheimers.org.uk](http://alzheimers.org.uk)
- Alzheimer's Society is the UK's leading dementia charity. We provide information and support, fund research, campaign to improve care and create lasting change for people affected by dementia in England, Wales and Northern Ireland.
- Dementia deaths are rising year on year and 225,000 will develop dementia this year - that's one every three minutes.
- Alzheimer's Society funds research into the cause, care, cure and prevention of all types of dementia. This includes a £50 million investment in the UK's first dedicated Dementia Research Institute.

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