

Dear Colleagues and Friends,

As you well know Alzheimer's Australia has a vision to create a dementia-friendly nation, a place where people living with dementia are supported to live a high quality of life with meaning, purpose and value.

Today we're proud to launch a video that will bring us closer to achieving this by encouraging communities to become dementia-aware, understand what it is like to live with dementia and most importantly, begin to reduce dementia stigma. In the video, we share the stories of Glenda, Keith and Graeme, who are living with dementia.

Here's a link to the video: <http://youtu.be/z15-0xZTng4>

I hope that you can help us spread the word and get as many people watching the video as possible. We would appreciate it if you could promote the video on your website, social media, and among your members and networks.

We've included some suggestions for you below.

Thanks,

Glenn Rees AM
Chief Executive Officer, Alzheimer's Australia

Website/Newsletters/Emails:

Alzheimer's Australia has a vision to create a dementia-friendly nation, a place where people living with dementia are supported to live a high quality of life with meaning, purpose and value.

A crucial first step to achieve this is to reduce dementia stigma. People with

dementia want to be accepted for who they are, not defined by their diagnosis. Alzheimer's Australia has launched a video sharing the stories of Glenda, Keith and Graeme, who are living with dementia, which encourages communities to understand what it is like to live with dementia and become dementia-aware.

Watch the video here: <http://youtu.be/z15-0xZTng4>

Let's help make Australia a dementia-friendly nation! Share the video with your family, friends and colleagues too!

Facebook:

Watch this video from Alzheimer's Australia that shares the stories of Glenda, Keith and Graeme who are living with dementia. The video encourages communities to #EndDementiaStigma by understanding what it is like to live with dementia and becoming dementia-aware.

Don't forget to share!

<http://youtu.be/z15-0xZTng4>

Twitter:

Watch Glenda, Keith & Graeme share their experiences of living with dementia to get Aussies to #EndDementiaStigma <http://youtu.be/z15-0xZTng4>