

RICE Press Release
For week Commencing 25.2.08

Don't forgot RICE Memory Week

RICE, The Research Institute for the Care of Older People is launching its annual Memory Week Challenge this week and invites local people to take part.

After 5 years of fundraising The Institute recently moved to its new home at the Royal United Hospital (RUH) and needs to encourage new support from the local community to support its research into Alzheimer's disease and other conditions that affect older people.

Tricia Mugridge fundraiser at RICE says, 'We have recently moved to RUH and through Memory Week hope to raise awareness of our research into Alzheimer's disease and valuable funds for RICE. Memory Week was first launched in 2004 and thanks to continued sponsorship from Mogers solicitors; we have been able to make this an annual event.'

'Taking part is easy. There are three simple memory challenges, a list of words, a sheet of picture images – a bit like 'Kim's game' where you look at the words and pictures for a few minutes then remove them and see what you can remember and a multiple choice quiz to test your general knowledge. We want to encourage students, local schools and businesses to take part and also adult and children's groups who might do the challenges at their weekly meeting.'

'There are adult and children's challenges and the person who can remember the most in each group will be appointed "*Memory Master*" and receive a certificate from RICE. 'Memory Week' is 10th to 15th March 2008; challenges can take place during this week or at any other suitable time. We are happy to visit a few groups during that week to help with the challenges'.

'Memory problems are hard to assess, we use simple verbal and visual tests to help us identify what (if any) memory problems patients may have. Memory Challenge has been adapted from some of these. Please take part and show your support for those living with memory problems such as Alzheimer's disease.'

'We ask each participant to pay a £2.00 donation (£1.00 for children) to take part. Donations will be used to support our vital research into Alzheimer's disease and other memory problems.'

To find out how to take part in Memory Challenge please contact Tricia Mugridge Tel 01225 476420

Case Study: Mr and Mrs Leslie Hitchcock's story

Mr and Mrs Hitchcock who live in Whiteway have been coming to RICE for over 4 years since Professor Jones first diagnosed Mr Hitchcock with Alzheimer's disease in 2004. Over that time they have been helping RICE with research into Alzheimer's disease and this is the second study that they have been involved in.

Mr and Mrs Hitchcock recently came to the new RICE centre for their appointment with Dr Gifford and were very impressed with the new building. Mrs Hitchcock commented 'what a marvellous building, such a change from the old one, so light and airy'

They met in Bath over 60 years ago, Mr Hitchcock aged 83 moved to Bath when he was 18 and Mrs Hitchcock has lived here all her life. They have 2 grown-up

sons who live locally, the youngest Chris took over his father's business 'Hitchcock Flooring Specialists' when his father retired.

When asked about their experience of the Institute both Mr and Mrs Hitchcock agreed that any research they helped with may not help them but would help others in the future. Mrs Hitchcock said that 'It is wonderful what RICE does for both patient and carer. Staff here are so friendly and helpful and give carers the time to talk about their concerns to do with the disease. Alzheimer's is a terrible disease and staff are always reassuring and put patients and carers at ease.'

Mrs Hitchcock went on to say that , 'It is very important for people to take part in the Memory Challenge because the Institute needs help and support to raise awareness and fund research to understand more about Alzheimer's disease.'

Photo opportunities

23.8.07 photo in Bath Chronicle for their 60th wedding anniversary

Mrs Hitchcock is happy for the Bath Chronicle to contact her

-ENDS-

Editors Notes

The Research Institute is a small national charity based in Bath and we help people who have a memory problem and other conditions that affect us as we get older. Our work is important and as well as providing services and support for local people with Alzheimer's disease and other memory problems we undertake research at a national level.

For over 20 years the Institute, whose Director Professor Roy Jones is also Professor of Clinical Gerontology in the School for Health at the University of Bath, has been involved in a research programme to look at new and better treatments for Alzheimer's disease, to further our knowledge of the ageing process and to improve the quality of life of older people.

More locally the work involves holding memory clinics, running carers' courses (for the relatives of patients with Alzheimer's disease), studies to try and find therapeutic remedies for these conditions and various other projects. The Institute has limited funding from the NHS (less than 15%) and has to rely on grants, donations and fund raising activities to support this important work.

Alzheimer's disease is the most common type of dementia which affects over 750,000 in this country. Our move to the RUH comes at the end of a five-year campaign to fundraise £2 million pound for the new RICE building.

Our clinics serve the people of Bath and North East Somerset and West Wiltshire.