

Iceland Foods launches 'Think Brain Health' initiative with Alzheimer's Research UK, promoting positive lifestyle changes to help reduce the risk of dementia



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Iceland Foods has teamed up with Alzheimer's Research UK on an initiative to spread awareness of the positive lifestyle changes that can be made to help reduce the risk of dementia.

Research suggests that only a third (33%) of people think it's possible to reduce their risk of dementia. However, up to 40% of dementia cases may be avoidable through health and lifestyle choices we can influence, just as we can improve other parts of our physical health.

Recognising the role it can play to support its customers to make healthier choices when filling up their basket, Iceland will be running a 'Think Brain Health' promotion on all their fruit, veg, and salad produce in every UK store. QR codes will be seen in store to direct customers to a hub of dementia information, including brain health tips and Iceland-ready recipes from Great British Bake Off star, Candice Brown.

Inspired by Alzheimer's Research UK's Think Brain Health campaign, Iceland Foods will launch the promotion in-store on World Alzheimer's Day, 21 September, and continue through September, World Alzheimer's Month.

In addition to empowering customers, Iceland Foods colleagues will learn about brain health through Alzheimer's Research UK's exclusive Think Brain Health e-learning platform. Colleagues can choose from a CPD-accredited 60-minute course or a bitesize 20-minute version. The training module covers information about dementia and details the simple lifestyle factors that can improve brain health and help reduce the risk of developing the condition later in life.

As well as raising awareness of good brain health, Iceland Foods Charitable Foundation will donate £100,000 to Alzheimer's Research UK.

Iceland Foods has raised over £5million for Alzheimer's Research UK, since the retailer started support for the charity over a decade ago. Recently, the company's Managing Director, Richard Walker, became an Ambassador for the charity.

Richard Walker, Managing Director of Iceland Foods and Alzheimer's Research UK Ambassador, said:

"Over half of us are connected to someone living with dementia and my mum, Lady Walker, was diagnosed with the condition over a decade ago. I know how important the incredible work of Alzheimer's Research UK is, and Iceland will continue to provide support in raising much needed funds and awareness to help prevent this terrible condition from affecting so many people."

Tim Parry, Director at Alzheimer's Research UK, said:

"At Alzheimer's Research UK, we think living a brain healthy life really is living the good life – experiencing new and challenging things, socialising, and being healthy – all while helping to reduce the risk of dementia as we age. That's why we're incredibly excited to see Iceland Foods raise awareness of Alzheimer's Research UK and the importance of brain health, while empowering so many people with the knowledge to keep their brains healthy during World Alzheimer's Month."

Candice Brown, Alzheimer's Research UK supporter, who lost her grandfather Fred to Alzheimer's disease, said:

“Alzheimer’s Research UK’s work is absolutely vital and this partnership with Iceland Foods will raise much-needed awareness about dementia, but just as importantly, highlight the simple ways people can reduce their risk of developing the condition. “I’d like to say a big thank you to Iceland Foods and its customers for supporting the charity and giving hope to others. Losing my Fred to Alzheimer’s disease was devastating for me and my family, and I hope this campaign ensures other people don’t have to go through the same heartbreak we did.” To find out more about what you can do to support your brain health, please visit: Think Brain Health with Iceland and Alzheimer’s Research UK this World Alzheimer’s Month – Alzheimer’s Research UK (alzheimersresearchuk.org)

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