



PRESS RELEASE

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Music Events to Raise Dementia Awareness in the Community

The Gibraltar Alzheimer's & Dementia Society will be teaming up with the Gibraltar Live Music Society (GLMS) to support the World Rocks Against Dementia (WRAD) campaign that takes place on Saturday 18th March 2017. Events around the world will use music to raise awareness and support those living with dementia and their families. GADS will hold a concert in Mount Alvernia at 6.30pm for patients, their families and carers with transport for the event provided to residents of John Mackintosh Home, Calpe and Cochrane Ward, by Elderly Residential Services and Mount Alvernia.

Meanwhile, the GLMS will organise its own musical event at Rock on the Rock Club with numerous local acts taking part as from 9pm in support of the initiative to raise awareness of Dementia in Gibraltar.

Last year more than 29 cities in 15 countries rocked for dementia.

GADS chairwoman Daphne Alcantara said: "People with dementia have a special ability to remember music, they may be able to sing, whistle, clap or tap their feet. There will be a wide selection of songs and we aim to reach every person at the concert so that there is something for everyone. Music seems to reach parts of the damaged brain in ways other forms of communication cannot, it can soothe, stimulate and bring to mind long-forgotten memories."

For his part, Minister for Health, Care and Justice Neil F. Costa MP said: "We are delighted to be closely involved and supportive of the musical events that take place on Saturday for such a worthy cause as raising awareness about persons living with Dementia in Gibraltar. It is a wonderful opportunity to be connected globally, as many other events will be taking place around the world for this purpose on the same day. I can guarantee that the Gibraltar Government will continue to work tirelessly to provide the material resources and specialised medical services that the community deserves. We must ensure that families of persons with Dementia can have peace of mind that their loved ones are properly looked after and receiving the best professional treatment and care possible."

"Events such as these will draw public attention on a serious problem affecting industrialized societies. It is a positive development that more meaningful community involvement can be developed and encouraged in tackling one of the greatest challenges to public health. We are extremely pleased to see many other associations and clubs coming on board to support common efforts to increase awareness."

Ministry of Health, Care and Justice

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