

Alzheimer's Society supporter Sir Terry Pratchett dies aged 66

Thursday 12 March, 2015

Sir Terry Pratchett has died aged 66 after a long battle with Alzheimer's disease. He died at home surrounded by his family.

Jeremy Hughes, Chief Executive of Alzheimer's Society, said:

'Sir Terry Pratchett fundamentally changed the way dementia is seen and understood. The most passionate of campaigners to bring change; his vehement determination to reduce the stigma of dementia meant he helped drag it out of the shadows – kicking and screaming at times. He has made a remarkable contribution to dementia since his diagnosis in late 2007. Shouting from the rooftops about the absurdity of how little funding dementia research receives, and fighting for good quality dementia care, he was and will remain the truest of champions for people with the condition.

'During the many times Terry supported Alzheimer's Society, publicly and privately, I was struck by his passion, resilience and courage to fight and kill the demon of dementia. When thanked for his work, he'd simply smile and shake his head modestly, insisting it was nothing. Never dwelling on his own dementia, he used his voice to shout out for others when they could not.

'Our deepest condolences go to his wife, Lyn, his daughter, Rhianna, and his friend and business manager, Rob Wilkins, who accompanied and supported Sir Terry on all his charitable work.'

Notes to editors:

Pictures of Sir Terry are available upon request

Sir Terry was one of a number of celebrities to feature in the Dementia Friends television advert, first broadcast in May 2014. This behind the scenes video is available for media use:

https://www.youtube.com/watch?v=_DilT4nF3N0

225,000 will develop dementia this year, that's one every three minutes

Alzheimer's Society research shows that 850,000 people in the UK have a form of dementia. In less than ten years a million people will be living with dementia. This will soar to two million people by 2051

Dementia costs the UK economy over £26 Billion per year. This is the equivalent of more than £30,000 per person with dementia.

Alzheimer's Society champions the rights of people living with dementia and the millions of people who care for them

Alzheimer's Society works in England, Wales and Northern Ireland

Alzheimer's Society supports people to live well with dementia today and funds research to find a cure for tomorrow. We rely on voluntary donations to continue our vital work. You can donate now by calling 0845 306 0898 or visiting alzheimers.org.uk

Alzheimer's Society provides a National Dementia Helpline, the number is 0300 222 11 22 or visit alzheimers.org.uk

Press Office 08450 744 395 **Email:** press@alzheimers.org.uk

Related Sectors:

Charities & non-profits ::

Scan Me:



Company Contact:

—

Alzheimer's Society

E. press@alzheimers.org.uk

W. <http://alzheimers.org.uk/>

View Online

Newsroom: Visit our Newsroom for all the latest stories:

<https://www.alzheimers-society.pressat.co.uk>