Dementia Adventure awarded additional £25,000 funding from players of People's Postcode Lottery

Saturday 6 February, 2016

Dementia Adventure is delighted to announce that players of People's Postcode Lottery have awarded an extra £1.425 million to long-term supported charities. Dementia Adventure is one of 57 charities that will receive the extra £25,000 award from players of the charity lottery.

Dementia Adventure, a social enterprise based in Chelmsford, Essex, received the news of the additional funding at the 2016 People's Postcode Lottery Charity Gala. The event, which took place on Thursday 28 January at the Assembly Rooms in Edinburgh, was a celebration of the hard work achieved by charities supported by players of People's Postcode Lottery. The event was attended by First Minister Nicola Sturgeon, TV presenter Fiona Philips and Dame Ellen MacArthur. Entertainment on the night was provided by popstar Dionne Bromfield.

People with dementia can often feel holidays, travel and outdoor activity are no longer available to them. Dementia Adventure specialises in designing and delivering short breaks and holidays for people living with dementia and their carers. The organisation is enormously thankful for the continued support of players of People's Postcode Lottery which underwrites the cost of these small group, "life changing" holidays by making at least one break a year affordable for most people.

Dementia Adventure Managing Director, Neil Mapes said: “We are extremely grateful to players of People's Postcode Lottery who are helping to change the way people live with dementia and are understood by society. This extra support will enable us to reach many more people who thought that a holiday together was beyond their hopes.”

Clara Govier, Head of Charities at People's Postcode Lottery, said: “As People's Postcode Lottery continues to grow the amount that our players award to good causes continues to increase. We are very proud that our players can continue to support the development of these fantastic causes.”

This additional funding comes at a very exciting time for the charity lottery as they mark 10 years since the first ever draw. The last 10 years have created thousands of lucky winners but also have provided vital funding for numerous charities across Great Britain and internationally. A minimum of 27.5% is awarded to charities and good causes with over £99.6 million awarded to date

-ENDS-

For further information please contact: Joanne Lambert Smith at Dementia Adventure CIC, on 01245 237548 OR jo@dementiaadventure.co.uk

NOTES TO EDITORS

About Dementia Adventure

- Dementia Adventure is an award winning social enterprise and registered charity committed to helping people living with dementia get outdoors, connect with nature, themselves and their community, and retain a sense of adventure in their lives.
- Through our Training, Research, and Consultancy services we enable care providers and organisations to take advantage of the natural resources on their doorstep to enhance the lives of people living with dementia and the people who care for them.
- Dementia Adventure also designs, plans and delivers bespoke, small-group holidays and short-breaks for people living with dementia and their carers to enjoy together. We support people with trained staff and volunteers, and offer this as an alternative to traditional respite. www.dementiaadventure.co.uk

About People's Postcode Lottery

- People's Postcode Lottery is a charity lottery. Players play with their postcodes to win cash prizes while raising money for charities and good causes across Great Britain and globally
- People's Postcode Lottery is an External Lottery Manager and manages multiple society lotteries promoted by different causes supporting a range of charities. For details on which society lottery

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is running each week, visit www.postcodelottery.co.uk/society

- Postcode Lottery Limited is regulated by the Gambling Commission under certificate nr 000-000829-N-102511-010 and 000-000829-R-102513-009. Registered office: Titchfield House, 69/85 Tabernacle Street, London, EC2A 4RR
- People's Postcode Lottery players support the following Trusts – Postcode African Trust, Postcode Animal Trust, Postcode Care Trust, Postcode Children Trust, Postcode Community Trust, Postcode Culture Trust, Postcode Dream Trust, Postcode Earth Trust, Postcode Global Trust, Postcode Green Trust, Postcode Heroes Trust, Postcode Local Trust, Postcode Planet Trust, Postcode Support Trust, People's Postcode Trust and Postcode Sport Trust. These Trusts are funded entirely by players and support a variety of good causes. For further information on each charity, visit: www.postcodelottery.co.uk/charities
- 55p from every £2 ticket goes to good causes and players have raised £95.3Million for good causes across the country
- There are five draws a month with prizes every day and each ticket costs £2 – paid monthly in advance by direct debit. For further prize information, visit: www.postcodelottery.co.uk/prizes
- Maximum amount a single ticket can win is 10% of the draw revenue to a maximum of £400,000
- Players can sign up by Direct Debit, credit card or PayPal online at www.postcodelottery.co.uk, or by calling 0808 10-9-8-7-6-5.

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