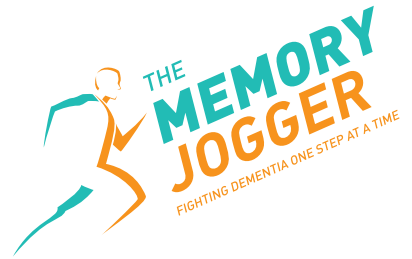


MEDIA RELEASE



2 March 2015

On **April 3rd 2015** Graham Plant will be on a bus in Morocco heading into the Sahara Desert so he can stand at the starting line of **“the toughest footrace in the world” the Marathon Des Sables.**

The **Marathon Des Sables** requires Plant to run the equivalent of five and a half marathons in five to six days, a total distance of some 251 km in a grueling multi-stage adventure in one of the world’s most inhospitable climates - the Sahara desert!

The rules require that Plant be fully self-sufficient, carrying everything he needs to survive for the entire journey. He will be given a place in a tent to sleep at night, but any other equipment and food must be carried.

Plant has labeled this adventure with a cause **“The Memory Jogger: Fighting Dementia One Step at a Time”** to raise funds for Alzheimer’s Australia Vic.

“Around 2009 my mum, Cathy, became one of the many Australian’s fighting dementia, having been diagnosed with Alzheimer’s”, said Plant. “Since Mum was diagnosed I’ve become more actively involved with Alzheimer’s Australia Vic, with my first effort being to run a marathon as a fundraiser, which was reasonable successful.”

“I was very fortunate to complete this while Mum still remembered me. Sadly Mum won’t hear about this next adventure having passed away in late 2013”, said Plant.

Plant explains, “Having seen the devastating impact of this disease on someone special to me, I would not wish to see anyone suffer as my Mum did – so I’m trying to do something about it. I know it will be tough, but not as tough as living with dementia.”

Today there are more than 332,000 Australians living with dementia and this number is expected to increase. Without a medical breakthrough, the number of people with dementia is expected to be almost 900,000 by 2050

There are more than **1,700 new cases of dementia recorded per week** in Australia, which equates to around **one person every 6 minutes.**

It is estimated that there are **1.2 million people involved in the care of a person with dementia.**

Dementia is the third leading cause of death in Australia (the second leading cause in women) and there is no cure.

The **Memory Jogger** campaign has been created by Plant with support from Alzheimer’s Australia Vic to raise funds to support further research into the prevention and potential treatments for dementia so one day we have a world without dementia.

Media Contact: Graham Plant, T: +61 423 027 389, E: thememoryjogger@gmail.com

More Information: <http://www.thememoryjogger.com.au/>

Donations: <http://www.thememoryjogger.com.au/show-your-support/>