

## News

8.12.15

### MSIL is proud to support the Alzheimer's Society



MSIL is proud to announce the Alzheimer's Society as our chosen charity for the next two years. The Alzheimer's Society is the UK's leading dementia support and research charity and provides information and practical and emotional support to help those living with dementia. There are currently 850,000 people in the UK who live with dementia and the number is set to rise to one million by 2021. With the number increasing so dramatically over the next six years we believe this is an important charity which needs our support.

We recently invited the Alzheimer's Society to our London office to tell us more about dementia and how we, as a company, can support the charity and ultimately help those affected. On the day, twenty six people became a Dementia Friend, an initiative created by the Alzheimer's Society in an effort to change people's perceptions of dementia. We learnt what it is like to live with dementia and how, as a Dementia Friend, we can help those with the disease. The initiative has the target of having four million Dementia Friends by 2020.

As part of our link up with the Alzheimer's Society, we will be doing a series of fund raising events over the next two years and we have already completed two events which have raised funds for the charity. A team of ten from MSIL participated in the London Bloomberg Square Mile Relay and we also held a charity bake off in the London office. The two events have raised almost £700.