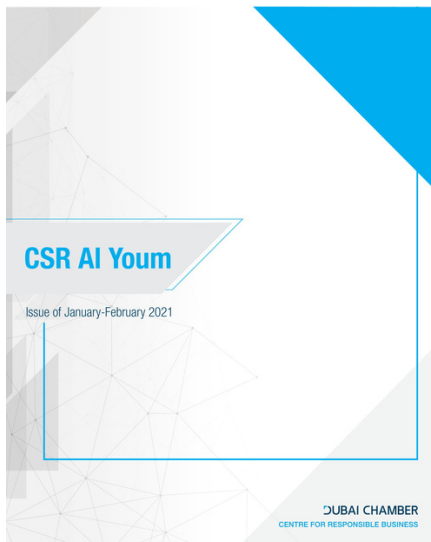


4get-me-not Spotlight

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4GET-ME-NOT: UAE'S FIRST "VINTAGE VLOGGERS"

Team Vintage Vloggers comprises of two passionate senior foodies; 85 yr old Jordanian Hafez Redha and 92 yr old Indian American Narindra Singh Puji

About 4get-me-not

4get-me-not, the only Social Enterprise in the United Arab Emirates and the Middle East which focuses on seniors (60 years old and above) as part of its mission to address Alzheimer's Disease (AD), was launched in 2013. It's Founder - Desirée Vlekken, belongs to a community touched by AD where both her father and father-in-law drew inspiration to create a social platform for families and caregivers of Alzheimer's patients. 4get-me-not creates a positive impact to the society, particularly the senior community by creating awareness on the importance of giving proper attention to their wellbeing and quality of life as one of the means to prevent AD. Positive lifestyle approaches are considered to help seniors cope with physical and cognitive changes. AD is a growing global health issue that affects a large majority of the senior community with one person in every three seconds reported to have it. 4get-me-not has been working with various International organizations such as the Alzheimer's Disease International (ADI) London office, Dementia Friends of Alzheimer's Society UK and World Health Organization (WHO) through its Eastern Mediterranean Office, to build a vibrant community that addresses Alzheimer's in a preventive, holistic and innovative way.

About Vintage Vloggers Initiative

"Vintage Vloggers" is a unique initiative launched by Desirée Vlekken, the founder of 4get-me-not, a social enterprise that focuses on seniors (60yrs+) as part of its mission to address Alzheimer's disease. The concept of "Vintage Vloggers" came about when Desirée found it difficult to find suitable restaurants and café's serving senior citizens; as their requirements include accessibility, healthier food options and comfortable seating amongst other aspects; she was surprised to learn that there was no blog or reviewer in the region that catered to this segment. Desirée says "This discussion begged the question, 'where can senior friendly-meals be found anyway? Just over Thai lunch last week, I convinced two of our coolest seniors Mr. Puji and Mr. Hafez to be the 4get-me-not Vintage Vloggers! The challenge was for both seniors and myself to embark on a Food Road Trip in search of the senior friendly meal in the UAE."



"One of the main missions at 4get-me-not is to actively create a favourable environment for seniors to feel happy by preserving their memories and creating opportunities for meaningful engagement and by establishing a platform like "Vintage Vloggers" with Mr. Puji and Mr. Hafez we come closer to our goal of integrating seniors in our community and protecting them from self isolation, adds Desirée.

Vintage Vloggers featured on CSR AIYoum E-Newsletter Dubai Chamber Center for Responsible Business

Full story:

https://www.dubaichamber.com/csr-alyoum-newsletter/index.php?newsletter=CSR_AIYoum_JanFeb2021#your_book_name/1