



4get-me-not pays tribute with Art by Alia Al Hammadi for World's Alzheimer's Day

Celebrated local digital artist Alia Al Hammadi honors seniors with her art for 4get-me-not

Dubai, 9th September 2021 – World Alzheimer's Day will be celebrated on the 21st of September 2021 across the globe. 4get-me-not, a social enterprise based in the UAE is marking this special day with art. 4get-me-not has commissioned an illustration of the organization's senior members by Sharjah based digital artist Alia Al Hammadi to honor the lives of the elderly living in the UAE and to create awareness about Alzheimer's and Dementia.

"4get-me-not is determined to raising awareness on Alzheimer's disease and promoting quality of life for seniors and caregivers in the UAE since 2013; we make efforts through the year to host events and create opportunities to talk about the effects of Alzheimer's on the community. This year we wanted to honor our senior citizens for World Alzheimer's day and what better way to immortalize our cause then by having an Artwork created just for them, all the characters in the artwork are inspired by our real members. We were very fortunate to have Ms. Alia Al Hammadi on board with us to create such a thought-provoking illustration for a good cause!" ~ Desiree Vlekken – Founder of 4get-me-not

For the month of September, Alzheimer's Disease International (ADI), the global federation of over 100 Alzheimer's and dementia associations across the world including 4get-me-not Alzheimer's, are encouraging everyone to know about Dementia and Alzheimer's; by spotting the warning signs of dementia and to seeking information, advice and support that can potentially lead to a timely diagnosis. 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.

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About Alzheimer's Disease International (ADI)

ADI is the international federation of 105 Alzheimer associations and federations around the world, in official relations with the World Health Organization. ADI's vision is prevention, care and inclusion today, and cure tomorrow. ADI believes that the key to winning the fight against dementia lies in a unique combination of global solutions and local knowledge. ADI works locally, by empowering Alzheimer associations to promote and offer care and support for persons with dementia and their care partners, while working globally to focus attention on dementia and campaign for policy change. For more information, please visit www.alzint.org

About 4get-me-not Alzheimer's

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. <http://www.4get-me-not.org>

For more press information, please contact:

Zareen Khan – W2W events & pr - Email: zareen@w2wevents.com