

**Press Release – September 2 , 2025**

## **Lanka Alzheimer's Foundation Urges Sri Lankans to 'Ask About Dementia'**

The risk of Alzheimer's disease and other types of dementia increases with age. As Sri Lanka has one of the fastest ageing populations in the region it is estimated that by the year 2050 there will be almost half a million people living with dementia in Sri Lanka.

This September, the Lanka Alzheimer's Foundation (LAF) joins the global community in commemorating World Alzheimer's Month, the international campaign led by Alzheimer's Disease International (ADI) to raise awareness and challenge stigma around dementia.

Now in its 14th year, **World Alzheimer's Month** emphasizes the theme "Ask About Dementia, Ask About Alzheimer's", encouraging people to seek information, ask questions, and break the silence around a condition that affects more than 55 million people worldwide. Research shows that almost half of dementia cases could be delayed or prevented through healthy lifestyle choices, yet misconceptions persist with 65% of healthcare professionals and 80% of the public still believing dementia is a normal part of aging.

As part of its mission to promote both physical and mental well-being, LAF is organising two major community events this September:

**Run to Remember** – a 5 km run designed to highlight the role of physical activity in brain health. It will take place on 13 September at 4:30 p.m., starting from the Taj Samudra Hotel, Colombo.

**Memory Walk 2025** is a signature awareness event bringing together families, caregivers, and supporters to honor those affected by dementia. The walk will be held on 27 September at 7:30 a.m., commencing from the Cinnamon Grand Hotel. Entrance is by raffle ticket, priced at Rs. 300.

The activities for Alzheimer's month are made possible by the generosity of several sponsors including the Gold sponsor ADZ Insurance Brokers (Private) Limited, Janashakthi Insurance, MTV, Wijeya Newspapers and Hi online, Hotel Taj Samudra and Cinnamon Grand Colombo the venue hosts.

“Every step we take in these events is a step towards understanding, support, and hope,” said Prof. Shehan Williams, President of LAFs. “By asking questions and engaging in dialogue about dementia, we can reduce stigma, encourage timely diagnosis, and empower families to seek care and support.”

Globally, someone develops dementia every three seconds. The number of people living with dementia is expected to rise to 78 million by 2030 and 139 million by 2050. Sri Lanka has one of the fastest ageing populations in the region and by 2035 it is estimated that one in four would be aged over 65 years, making dementia a pressing public health issue.

The Lanka Alzheimer’s Foundation, Sri Lanka’s first non-statutory organization dedicated to dementia awareness and advocacy, remains committed to improving the lives of individuals with Alzheimer’s and their families. Registered under the Ministry of Social Services, LAF provides free education, care, and support services while actively working to eliminate stigma and misinformation surrounding dementia.

LAF invites the public to participate in the Run to Remember and Memory Walk, and to join the movement by using the campaign hashtags #AskAboutDementia, #AskAboutAlzheimers, and #WorldAlzMonth on social media.

For more information, or to support LAF’s initiatives, visit [www.alzlanka.org](http://www.alzlanka.org) or call the LAF hotline: 2667080 / 2667082.

#### Photo captions



Run to Remember



Memory Walk