

Legal & General sponsor Alzheimer's Research UK

#ShareTheOrange campaign

Legal & General support the launch of Alzheimer's Research UK (ARUK) second #ShareTheOrange campaign which seeks to raise awareness of dementia and the ground breaking research that is being undertaken to help defeat it. Over 850,000 people in the UK are living with dementia and 1 in 3 over the age of 65 will die of the condition.

Legal & General has been working with ARUK since 2015 when they helped fund the project 'Dementia Explained' which was the development of a website designed to help children and young people who were living with a parent or relative affected by dementia understand what it is and how it impacts the brain. Last year they funded 'A walk through dementia', a virtual reality app which helps the user experience and understand the very complex and frightening symptoms that people with dementia have to face. The app which gives a first person insight into these battles is now being developed for use by health care professionals.

#ShareTheOrange first launched in 2016 on the back of research that suggested that there was a need for a simple symbol that captured the essence of dementia in a way that everyone could understand.

Two years on, Legal & General are funding a new film for the campaign created by Aardman Animations and starring Bryan Cranston the acclaimed actor, writer, producer and director. The campaign confronts misunderstanding around dementia – using nothing more than an orange. Bryan, who lost his mother Audrey 'Peggy' Sell to Alzheimer's disease in 2004, is supporting the latest chapter in the charity's award-winning [#ShareTheOrange](#) campaign.

The campaign urges viewers to share a short film on their social media channels to help get people thinking differently about dementia and challenge the enduring misconception that the condition is simply a by-product of age. A recent YouGov survey commissioned by Alzheimer's Research UK revealed that, when asked what they think dementia is and who it affects, just one in four (23%) British adults specifically mentioned brain disease or degeneration.

At the centre of the two-minute film, which uses a blend of film, stop-motion and CGI animation, is an orange that gradually strips away to demonstrate how the diseases that cause dementia, most commonly Alzheimer's, physically attack the brain. The emotive story also follows the journey of a person's life and shows the impact dementia can have on them, their memories, relationships and loved-ones.

Nigel Wilson, CEO , Legal & General said "I hope this #ShareTheOrange campaign has the profound impact it deserves to have. We have seen this with Cancer and AIDS, this incredible public recognition leads to better outcomes for Society. We have worked with Alzheimer's Research UK on a number of initiatives in recent years to raise awareness about this devastating disease and the impact it can have on individuals and their families."

By Sharing this film and joining the millions who shared the first campaign film, we can educate and inspire around dementia, and make it our next great medical research success story. The #ShareTheOrange animation can be viewed and shared at <http://www.alzheimersresearchuk.org/orange>

FURTHER INFORMATION (JOURNALISTS ONLY)

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NOTES TO EDITORS

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ABOUT LEGAL & GENERAL

The Legal & General Group, established in 1836, is one of the UK's leading financial services companies. As at 31 December 2017, the total value of assets across the group was £983.3 billion, including derivative assets. We also had over 9.5 million customers in the UK for our life assurance, pensions, investments and general insurance plans.

About Alzheimers Research UK

Alzheimer's Research UK is the world's leading dementia research charity dedicated to causes, diagnosis, prevention, treatment and cure. Backed by our passionate scientists and supporters, we're challenging the way people think about dementia, uniting the big thinkers in the field and funding the innovative science that will deliver a cure.

