

A set of TfW's newly introduced Mark IV carriages have been wrapped in the Alzheimer's Society Cymru eye-catching brand, with bilingual information where more information about the charity and dementia can be easily found. As the branded train makes its way around the Wales and Borders network, it is believed the potential audience for the newly branded train runs into the hundreds of thousands, especially as more and more people are returning to travel on trains.

TfW is already a supporter of the Alzheimer's Society Cymru and supports the charity's Dementia Friends initiative. Dementia Friends information sessions are designed to change the way people think, act and talk about dementia. Details of the Dementia Friends information sessions are included in TfW's staff induction programme and staff are encouraged to become Dementia Friends. Once staff have attended an information session (online or in person) they can wear an Alzheimer's Society Dementia Friends badge on their lanyard. Customers can then see they have a greater understanding of dementia, which can benefit those with dementia or those travelling with someone with dementia.

TfW's Director of People and Change, Bethan Jelfs, said: "We are extremely pleased to be supporting the Alzheimer's Society Cymru. Those involved at the charity give so much to those reaching out for support, be it on the telephone, online or face to face.

"I look forward to seeing the Alzheimer's Society Cymru Mark IV train running across our network and am very glad that we can promote them and their key messages to a large audience."

Sue Phelps – Alzheimer's Society Cymru Country Director, commented: "We're delighted that members of the public have voted to have our logo and information on the Transport for Wales Alzheimer's Society Cymru Mark IV train. What a fantastic and unique way to raise awareness of dementia which affects 45,000 people in Wales. People affected by dementia have been worst hit by the pandemic. Alzheimer's Society support services have been a lifeline, used over six million times since March 2020, showing we are needed more than ever.

"Whoever you are, whatever you are going through, you can turn to Alzheimer's Society Cymru for help and advice. Alzheimer's Society's Dementia Connect support line (Welsh speaking line 0330 947 400/English speaking line 0333 150 3456) is open seven days a week providing information, advice and emotional support to anyone affected by dementia, or you can visit www.alzheimers.org.uk."

The Alzheimer's Society Cymru have **five key messages** they would like everyone to know:

1. Dementia is not a natural part of ageing;
2. Dementia is caused by diseases of the brain;
3. It's not just about losing your memory;
4. People can still live well with dementia;
5. Alzheimer's Society Cymru is there for anyone affected by dementia.

The Alzheimer's Society Cymru encourages anyone affected by dementia, to **get in touch** to see what help and support is available to them.

Photo credit: Transport for Wales