



Below is text you can use to propose that FACE it is added to your work, school or club's calendar of activity in 2025.

I'm writing to propose our participation in the [FACE it](#) awareness campaign for kids with dementia.

FACE it is colourful and easy to implement. [School students / team members / club members](#) take part by making their faces colourful. The aim: to make childhood dementia impossible to ignore.

Face masks and stickers can be used to great effect and make participation easy. Face paints are extremely popular too.

Childhood dementia is caused by genetic conditions that have received little awareness or research. As 1 in every 2,900 babies is born with one of these conditions, it's likely a family in our community is impacted. Our participation can help show them they're not alone in wanting more action and awareness. Dementia affects kids in the same way it does adults, so if you know an adult with dementia, you already know a lot about childhood dementia.

Schools, workplaces and clubs are invited to take part on or around Childhood Dementia Day on Wednesday 17 September 2025.

Childhood Dementia Initiative, the peak organisation driving action for all children with dementia, has created a range of resources to make participation easy, including posters, text we can use in newsletters and ideas on what to do.

We can register here: <https://www.childhooddementia.org/faceit>