



Below is text you can use in newsletters, emails and social media to share your participation in the FACE it campaign

We are FACING it to make childhood dementia impossible to ignore

We are excited to share our participation in the FACE it awareness campaign for kids with dementia. We invite you to join in by making your face colourful and impossible to ignore. Together, we'll draw attention to childhood dementia.

Thousands of children are suffering and dying slowly from dementia. Most will die before they turn 18, some in infancy. One of the biggest problems: most people don't know childhood dementia exists.

Here's how you can FACE it to get more attention, research and support to kids with dementia:

Date: <insert>

How: <Eg Come to school/work with a colourful face. You can use face paints, masks, makeup or stickers. The possibilities are endless.>

We'll share photos of us FACING it on 17 September, Childhood Dementia Day, to raise awareness. #childhood dementia #faceit