



ARDSI  
Bangalore Chapter



# THE BENGALURU RACE

ALZHEIMER'S AWARENESS CAMPAIGN

**THE BENGALURU  
RACE**

ALZHEIMER'S AWARENESS CAMPAIGN

Organized by  
Rotary Bangalore DownTown and NMT Nightingales Medical Trust

**WORLD  
ALZHEIMER'S  
DAY 2019**

[www.nightingaleseldercare.com](http://www.nightingaleseldercare.com)

21st September 2019  
St. Joseph's Institute of Management, Bangalore

In Association with  
Alzheimer's and Related Disorders Society of India Bangalore Chapter, Rotaract, CMR

**World Alzheimer's Day** is an international campaign to raise awareness and highlight issues faced by people affected by dementia. It's an opportunity for people and organisations to demonstrate how we can overcome these issues and help people live well with dementia.

Alzheimer's and Related Disorders Society of India (ARDSI) Bangalore Chapter and Nightingales Medical Trust (NMT) has been observing this day every year through various meaningful programs to create awareness about Alzheimer's disease, remove stigma attached to it and to build appropriate support systems and advocate for the rights of those afflicted. This year the efforts were enriched by the involvement of **Rotary Club Downtown**, which came forward to support and organize a very innovative way of creating awareness – **the Bengaluru Race**.

The conceptualization was by Rotary Downtown with inputs from the ARDSI and NMT team. The journey of a person with Alzheimer's is very challenging. Activities of daily living which we take for granted become a challenging task for a person with Alzheimer's. To help us to understand and empathise with a person with Alzheimer's, there is a need to undertake tasks which challenge the mind and body. The Bengaluru Race attempted to put forth tasks which involved the participants to plan, identify various locations and traverse with the use of metro to visit each identified point, take selfies, pick their completion ticket and report to the starting point.

Extensive efforts were put in to sell tickets for the event. Tickets for the events were sold on bookMyShow and efforts were made to raise enthusiasm among college students to participate in large numbers. More than 600 enthusiastic youngsters assembled to participate in the race at the St. Josephs Institute of Management. Donned in purple T-shirts, they were all rearing to go. After a brief introduction to the event and the cause, the rules of the race were explained to the participants and all were made to assemble in an organised way. The race was flagged off by District Governor for 2020-2021 Rtn. Fazal.

Youngsters had to take the metro to reach Vidhan Soudha the first clue. The other clues were located inside the Cubbon Park and included the Mark Cubbon's statue near High Court, Press Club, Central Library and the Maharaja Chamrajendra Wodeyar's statue. Volunteers from a corporate volunteered to be the marshalls at all the five clue points and encouraged the participants. They also helped in distributing information about Alzheimer's disease and sensitise the public at various parts of Cubbon Park.

All the participants mostly college students enthusiastically participated and completed the race. Three youngsters, Vishal R, Manjunath P and Adithya Kamath were declared the winners and were presented with a cheque. The participants shared that the race was unique, challenging and fun. The confusion and difficulty they faced as part of the race helped them to experience the difficulty that a person suffering from Alzheimer's faces every day.

The rules of Bengaluru Race being explained and participants assembled for the to flag off





The Bengaluru Race begins





Participants taking selfies at various clue points as part of the race rules





The winner Manjunath , Vishal (1<sup>st</sup> Runners up), and adithya (2<sup>nd</sup> Runner's up)



Concluding address and vote of thanks



Press coverage - The Hindu - 22<sup>nd</sup> Sept 2019





