You can use the following text to promote your Help Point to local media. Please edit the sections in bold to suit your organisation and the service you offer.

**Sample Text:**

**(ORGANISATION NAME) is helping to bring the power of personal music to people living with dementia in (AREA).**

**(ORGANISATION NAME)** has joined music and dementia charity Playlist for Life’s national Help Point network, to share the power of personal music for people affected by dementia in local communities.

More than two decades of research shows that ‘personal music’ – the specific tunes attached to someone’s emotions that spark memories – can help those living with dementia by alleviating stress, managing symptoms and strengthening relationships with family members and carers.

We now provide free ‘get started’ resources and information about creating and using a personalised playlist of music. The resources are available in English, **Simplified Chinese, Gaelic (Scottish), Gujarati, Hindi, Nepalese, Polish, Punjabi, Somali, Urdu and Welsh**.

(We also offer the following support: **XX**)

Pick up free Playlist for Life resources from (**XX - include staff/volunteer contact if you have one**)

Keep up to date on our services at (**XX social media/ newsletter links**)

Watch & share: [**“How personalised playlists have helped me”**](https://youtu.be/bo_70J78LG8) **(2 mins)**

To find out more about Playlist for Life and personal music for dementia visit [www.playlistforlife.org.uk](http://www.playlistforlife.org.uk)

**Notes for editors:**

* Playlist for Life is a registered charity: SC044072
* Playlist for Life was joint overall winner of the **GSK Impact Award 2020**. The award recognises the outstanding work of small and medium sized charities working to improve health and wellbeing in communities across the UK.
* Community organisations who offer free support to people affected by dementia are invited to apply to join the Help Point network. Find more information: <https://www.playlistforlife.org.uk/the-help-point-network-is-growing-join-us/>
* The charity also offers training courses for care professionals, care home and hospital staff. Further information can be found on their Training site at <https://training.playlistforlife.org.uk/>

**Language guidance:**

We respectfully request that the terms dementia ‘sufferer(s)’, ‘victims(s)’, and ‘patient(s)’ are not used in headlines to accompany this story. Alternative suggestions are person/people ‘with dementia’ or ‘living with dementia’.