

5 October 2015

## UK FOOD RETAILERS UNITE TO BEAT DEMENTIA

Asda, Iceland, Morrisons and Waitrose have joined together in a unique partnership to support an initiative that will make medical history.

All four retailers have pledged funds from the new levy on single-use carrier bags to support the construction of a new world class dementia research centre at UCL in London, with the aim of meeting the G8 Group challenge, following a lead from David Cameron, to find a cure for dementia by 2025.

This £350 million project currently has a shortfall in funding of £100 million, and the cash generated by carrier bag sales in food retailers across Britain has the potential to bridge much of that gap.

In addition to committing funds from their own stores, the Chief Executives of Asda, Iceland, Morrisons and Waitrose are today writing to the CEOs of all other UK food retailers, urging them to lend their support either this year or in any of the next five years. A copy of their letter and of a UCL memorandum on the project is attached.

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