

## **Dobbies announces Alzheimer's Research UK as new National Charity Partner**

Dobbies Garden Centres is announcing its brand-new partnership with Alzheimer's Research UK today (Tuesday 18 February) as the retailer marks 160 years of helping British gardeners to grow.

Dementia is the UK's biggest killer<sup>1</sup> and right now, almost one million people in the UK are living with it, putting precious memories and lives at risk. This partnership with Alzheimer's Research UK will see Dobbies highlight the benefits of garden living for brain health, and through colleague and customer activity raise vital funds to support research to help find a cure for dementia.

This new partnership follows on from a successful national appeal made by Dobbies to charities across the UK. The partnership will launch from March 2025 with a year-round programme to educate on the impact of dementia and encourage donations that will fund research.

**Dobbies Garden Centres' CEO, David Robinson** said: "When we were looking for a new charity partner that would be the right fit for us, and resonate with our customers, Alzheimer's Research UK stood out as an ideal choice.

"As well as fundraising to help research into a cure for dementia, our aim through this partnership is to inspire people to keep their brains healthy. Gardening can really help this through stimulating both body and mind, and staying connected with other people is also very important. In our stores of course we have everything needed to help people garden, and through our restaurants and events we also help bring people together.

"As we celebrate 160 years of helping British gardeners to grow, we're really proud to be embarking on this important new partnership."

**Chief Executive Officer at Alzheimer's Research UK, Hilary Evans-Newton, said:** "Alzheimer's Research UK is incredibly excited to join forces with Dobbies. Brains are

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<sup>1</sup> \* Incorporates new Northern Ireland mortality data (released 21 November 2024). Figure calculated using the leading cause of death grouping developed by the World Health Organisation and adopted by the reporting bodies in each of the four nations. Data sources from Office for National Statistics (England and Wales), National Records of Scotland and the Northern Ireland Statistics and Research Agency.

[Deaths registered in England and Wales - Office for National Statistics](#)  
[Registrar General Annual Report 2023 Cause of Death | Northern Ireland Statistics and Research Agency](#)

Stats and sources can also be found here (included in our boilerplate):  
[Prevalence and incidence - Dementia Statistics Hub](#)

like gardens, when well-tended and looked after, they can flourish. We'll work together with Dobbies to inspire their community to protect their brain health through activities like gardening, while raising vital funds for a cure for dementia.

"If nothing changes, one in two of us<sup>2</sup> will be directly affected by dementia – either by caring for someone with the condition, developing it ourselves, or both. Alzheimer's Research UK exists to change this. With Dobbies standing with us, we will speed up our progress and end the heartbreak dementia causes sooner."

For more information about the partnership with Dobbies Garden Centres and Alzheimer's Research UK, visit [| Dobbies Garden Centres](#)

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### **About Dobbies**

Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh.

Dobbies shares its passion for gardens and plants through own brand and branded products, concession partners and services. Many stores also feature a restaurant or coffee shop, where customers can enjoy refreshments or meals in a relaxed and welcoming environment.

Dobbies champions garden living all-year-round and offers a calendar of events and experiences that bring people and communities together.

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<sup>2</sup> [Prevalence and incidence - Dementia Statistics Hub  
ohe.org/wp-content/uploads/2023/07/OHE-report\\_Estimating-Dementia-UK.pdf](https://www.alzheimersresearchuk.org/wp-content/uploads/2023/07/OHE-report_Estimating-Dementia-UK.pdf)