Tokio Marine Life Insurance Singapore Leads Alzheimer’s Disease Awareness Efforts with Movie Premiere of “Still Alice”

SINGAPORE, 22 January 2015 - With the number of people in Singapore diagnosed with Alzheimer’s disease and dementia doubling over the last ten years¹, Tokio Marine Life Insurance Singapore Ltd. (TMLS), one of Singapore’s fastest growing life insurers, today spearheads local efforts to raise awareness about Alzheimer’s disease with the movie premiere of “Still Alice” – a film depicting a linguistics professor’s struggle with early onset Alzheimer’s disease.

TMLS is partnering the Alzheimer’s Disease Association (ADA) to engage the local audience to support ADA’s focus of increasing public awareness and prevalence of the disease, especially with a rapidly ageing population in Singapore. To date, about 28,000 Singaporeans aged 60 and above are afflicted with dementia, and this is expected to increase to 80,000 by 2030².

“At TMLS, we are committed to our business philosophy to think and act positively for our customers, business partners and society. Through this movie and partnership with ADA, we hope that the community will gain greater awareness and understanding about Alzheimer’s disease, which contributes to 60 - 70% of dementia cases³. We are pleased to support ADA in championing their public education outreach for dementia prevention and intervention, as coping with dementia for the afflicted and their caregivers can be challenging. Through this premiere, I hope we can learn to protect ourselves and our loved ones by recognising the early warning signs of dementia,” said TMLS Chief Executive Officer Mr Lance Tay.

Mr Jason Foo, ADA’s Chief Executive Officer, said, “We are pleased to partner with TMLS for the launch of “Still Alice”. In Singapore’s rapidly ageing society, the risk of developing dementia or Alzheimer’s (a subset and most common type of dementia) doubles every five years after the age of 65, and exceeds 30% of the population after the age 85⁴. With this in mind, our partnership with TMLS helps us pave the way towards a dementia friendly society, enabling the afflicted and their families to continue to live with dignity.”

The premiere of “Still Alice”, a film adapted from Lisa Genova’s 2007 bestselling novel, stars award-winning actress Julianne Moore, along with Alec Baldwin and Kristen Stewart. The premiere was held at the Golden Village Grand Cineplex at Great World City and was attended by TMLS’ guests and media.

¹ Source: Alzheimer’s Disease Association, Dementia Overview - Singapore statistics and forecast
² Source: Minister for Health, Mr Gan Kim Yong, at the 3rd Singapore International Neurocognitive Symposium, 5 April 2013
⁴ Source: Singapore Silver Pages: About Dementia
About Tokio Marine Life Insurance Singapore Ltd.

Tokio Marine Life Insurance Singapore Ltd. is part of Tokio Marine Holdings Inc. which has over 130 years of history. As at March 2014, Tokio Marine Holdings Inc. has a market capitalisation of close to US$24 billion and total assets of around US$195 billion. With its presence spreading over 486 cities in 38 countries, Tokio Marine is indisputably one of the largest insurance groups in the world.

Our reputation in Singapore as a leading life insurer has been gained through our strong historical investment returns, disciplined underwriting and careful expense management.

We are committed to bring meaningful product solutions to meet your individual and corporate insurance needs.

Driven by Customer-focus, Integrity and Excellence as our core values, we endeavour to be your preferred insurance partner for life.

About Alzheimer’s Disease Association

Founded in 1990 to meet the needs of growing numbers of persons with dementia, Alzheimer’s Disease Association (ADA) now runs four specialised dementia day-care centres, home care services, a caregiver support centre, a resource and training centre, and two new centres in Singapore that provide shared caregiving for those with mild or moderate dementia who are unable to fit into typical day-care or home care programmes.

ADA has been a member organisation of ADI since 1995, and continues to collaborate with the latter’s international network of 84 Alzheimer’s Disease associations for information and resource sharing.

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