

Press Release

4 October 2023

Iconic Bondi2Berry incorporates as official charity 'Dementia Research Community' to expand funding capability

- Dementia is the second leading cause of death among Australians and the leading cause of death for women in Australia.
- An estimated 487,500 Australians currently live with dementia, with projections of 1.1 million by 2058 without medical breakthroughs.
- Nearly 1.6 million Australians are involved in the care of someone living with dementia.

([Source: Dementia Australia](#))

Australia's iconic cycling fundraiser Bondi2Berry announces a momentous transformation as it officially becomes the 'Dementia Research Community' charity, reflecting its unwavering commitment to funding research projects fighting to find a cure for Dementia. This incorporation and renaming marks a pivotal milestone in its mission to raise awareness and funding for critical dementia research.

Since its inception in 2016, Bondi2Berry has demonstrated an extraordinary dedication to fighting dementia, which has earned it a place as one of Australia's most popular fundraising event series, with registrations selling out in record times each year. Co-founders Nick, Pierre, and James, driven by personal experiences with dementia within their families, initiated the movement by harnessing their love for cycling for a greater cause. Their commitment to making a difference has led to remarkable fundraising and awareness achievements.

Ambassador Andrew 'Reidy' Reid says "Dementia touches so many people, and in 2018 it affected my family when my mum was diagnosed. I have seen how this disease slowly destroys the person from within. My mum was a strong woman, she was the pillar of our family as we grew up. Over the last few years, I have seen how dementia has withered this away, and she is now living with assisted care and barely knows who I am. It's a devastating disease, and that's why I'm happy to do whatever I can to help raise awareness of dementia."

The flagship event, Bondi2Berry, embarks on a 155 km journey from Bondi Beach in Sydney to Berry on the South Coast each year, attracting cyclists and supporters from all walks of life. In its inaugural year, the event featured 40 riders and has grown exponentially since, becoming an annual tradition. The ride now takes place every November, with 150 riders in 2023.

Dementia Research Community has expanded its events to include bi-annual multi-day rides with three being held to date, each capturing the essence of Australian beauty and resilience;

- Bondi2Brighton (September 2019): An 8-day ride from Bondi to Brighton in Victoria.
- Bondi2BlueMountains (March 2021): A 4-day journey through the picturesque Blue Mountains and Kangaroo Valley.
- Bondi2Barossa (March 2023): A 9-day adventure from Bondi to the Barossa Valley in South Australia.

These events, combined with the dedication of countless supporters and donors, have enabled Bondi2Berry, now 'Dementia Research Community,' to raise over \$1.3 million AUD for dementia research so far. A minimum of 90% of funds raised go directly to research projects. These funds have supported [six research projects](#) through Dementia Australia Research Foundation.

Nick Young, President of Dementia Research Community says “Dementia is the second leading cause of death among Australians and nearly 1.6 million Australians are involved in the care of someone living with dementia. The Dementia Research Community is determined to make a lasting impact in the fight against dementia, with a vision of supporting critical research that may one day lead to a cure or better treatments for this debilitating disease.”

“I would like to take this opportunity to thank our **charity partners** for supporting the Dementia Research Community and helping to make it possible to raise awareness of dementia and to help find a cure – Wilson Asset Management, OniGroup and Gresham.

For more information on Dementia Research Community, its initiatives, or to donate, please visit www.dementiaresearchcommunity.com

Interview opportunities with Nick Young available on request.

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About Dementia Research Community

The Dementia Research Community is dedicated to bring people together with a common goal – to raise awareness of dementia, and to fundraise to help find a cure. Co founders Nick and Pierre have first-hand experience of dementia in the family, and they've made it their mission to raise awareness and fight this debilitating disease. The story began with Bondi2Berry in 2016; a charity bike ride that would help them achieve this mission. To date, the Dementia Research Community have raised over \$1,300,000 dollars and have funded six research projects.

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Thank you to our charity partners

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