



4th Annual Summer Chillout 2021 “Online Global Concert” on 7th of August

The Gulf Youth Chamber Music Society (GYCMS) is launching an online concert “Annual Summer Chillout 2021 Global Concert” on 7 August (7PM GST) via YouTube Premium.

Dubai, 14th July 2021: Summer Chillout 2021 is an online concert for a cause to celebrate 8th year Anniversary of the non profit organization, **4get-me-not Alzheimer’s**; the concert will offer support to the ongoing community initiative “**Chocoholics**” Grief Support Group for seniors and caregivers who are extremely affected by the loss of their loved ones specially during the pandemic. This concert is a collaborative effort by 4get-me-not Alzheimer’s and the Gulf Youth Chamber Music Society.

The online concert will showcase 17 youth musicians from 8 cities (representing 7 countries: UAE, USA, UK, South Korea, Japan, Philippines, & India) including an array of special guest musicians from the Juilliard School of Music in New York.

“For as long as I can remember, performing for 4get-me-not were such delightful experiences. The senior community, Alzheimer patients and their caregivers has been a true inspiration. As a musician, I learned so much about how music & the brain are intrinsically connected, further establishing the significant role that music plays within all of us. I am deeply honored to host our annual Summer Chillout Concert, dedicated to 'Chocoholics,' and connect all of our chamber members from across the world for this remarkable, singular cause. Once again, 4get-me-not is giving us an opportunity to utilize our musical talents in a more meaningful and inspiring way.” - says
Eljin Yoo – Founder of GYCMS & concertmaster of Emirates Youth Symphony Orchestra

Eljin Yoo has performed for 4get-me-not since he was 12 years old together with other teen musicians based in Dubai. Eljin recalls amazing work of *Desiree Vlekken*, Founder of 4get-me-not who organized over 100 social initiatives for over 500 senior beneficiaries across the emirates.

The concert goal is to raise awareness and support to sustain Chocoholics grief support group initiatives along with Art & Music classes, Badminton and age-friendly sports sessions, Meditation and Sound Healing as a holistic strategy in coping with grief.

This event is co-presented by **Alzheimer’s Disease International** (ADI), the international federation of Alzheimer and dementia associations around the World; in official relations with the World Health Organization.

4get-me-not, is a social enterprise raising awareness on Alzheimer’s disease and promoting quality of life for seniors and caregivers in the UAE since 2013. The Founder, Desiree Vlekken was inspired by her father who had Alzheimer’s and mother as fulltime caregiver. Both passed away early this year from complications of Alzheimer’s and Covid-19.

Purchase your on-line tickets now at Platinumlist: <https://platinumlist.net/event-tickets/81738/summer-chillout-2021-global-concert>



More About 4get-me-not:

4get-me-not, the only Social Enterprise in the United Arab Emirates and the Middle East which focuses on seniors (60 years old and above) as part of its mission to address Alzheimer's Disease (AD), was launched in 2013. It's Founder - Desirée Vlekken, belongs to a community touched by AD where both her father and father-in-law drew inspiration to create a social platform for families and caregivers of Alzheimer's patients.

4get-me-not creates a positive impact to the society, particularly the senior community by creating awareness on the importance of giving proper attention to their wellbeing and quality of life as one of the means to prevent AD. Positive lifestyle approaches are considered to help seniors cope with physical and cognitive changes.

AD is a growing global health issue that affects a large majority of the senior community with one person in every three seconds reported to have it. 4get-me-not has been working with various International organizations such as the Alzheimer's Disease International (ADI) London office, Dementia Friends of Alzheimer's Society UK and World Health Organization (WHO) through its Eastern Mediterranean Office, to build a vibrant community that addresses Alzheimer's in a preventive, holistic and innovative way.

<http://www.4get-me-not.org/>

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