



Waltham Forest

Peterhouse Centre
122 Forest Rise
Upper Walthamstow
London E17 3PW

T 020 8558 5512
F 020 8558 0383
E infor@ageconcernwf.org.uk

www.ageconcernwf.org.uk

Media Contact: Emma Tozer
Telephone: 0208 558 5512

For immediate release

Calling all knitters in Waltham Forest: The Big Knit 2010 is underway!

- Age UK and innocent launch the seventh annual Big Knit campaign -



The race to make The Big Knit 2010 the best year ever has begun and Age Concern Waltham Forest, innocent and Sainsbury's are calling for all knitters in Waltham Forest to get out their knitting needles and wool and help Age Concern Waltham Forest do its bit to meet the national target of 800,000 hats.

People across the UK will be supporting The Big Knit 2010 by knitting little woolly hats which will sit on innocent smoothie bottles in Sainsbury's stores from 3rd November. For each be-hatted smoothie sold in their stores, innocent and Sainsbury's will give 25p to the charity to help fund winter warmth projects. Age Concern Waltham Forest has been tasked with knitting 8,000 hats by 28th September 2010 and needs the help of people of all ages, to help make this a reality.

All funds raised will help fund projects aimed at promoting winter warmth for people in later life. The hats are a great way to raise funds for what is a serious issue for many people in later life. 80 per cent of the money raised will fund projects on a local level and 20 per cent will go towards funding national winter warmth activity.

Sheena Dunbar, Chief Executive at Age Concern Waltham Forest said: "It's that time of year again and we want to involve as many local people as possible in this year's effort to knit 8,000 hats for The Big Knit. A 25p donation for every smoothie bottle sold will enable Age Concern Waltham Forest to fund vital projects aimed at keeping people in later life warm and healthy this winter."

Emma Hines from innocent drinks said: "The Big Knit is a really good way of using your knitting skills to help local people in later life keep warm this winter. Last year was a huge success with knitters up and down the country getting involved to make over 444,025 little woolly hats and veg pots. We want to make this year even bigger and look forward to working with Age UK."

Knitters can contact Age Concern Waltham Forest to get a simple hat pattern and if you don't fancy making a hat yourself, wool and needles can be donated to your local Age Concern centre to help others reach their target.

For more information on The Big Knit contact Emma Tozer on 020 8 558 5512 or log onto www.ageconcernwf.org.uk. In order for the hats you knit to raise funds locally, please send your completed hats Age Concern Waltham Forest.

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Notes to Editors

About Age UK

Age UK is the new force combining Age Concern and Help the Aged. The Age UK family includes Age Scotland, Age Cymru and Age NI.

Age UK is inspired by the belief that it can improve the lives of people in later life. It celebrates ageing and believes it presents unprecedented opportunities and challenges at home and abroad. Age UK will challenge ageist prejudice in society, provide services that address market failures and support the public and private sectors to design age-friendly products and services. It will support people to remain in their own homes through campaigning and practical services and its Information and Advice service will offer millions of people support on a range of issues from claiming benefits to staying fit and healthy.

Age UK will fund biomedical research that helps tackle the ill health and poor quality of life that are too common as people age. Working with over 350 partners across the country, Age UK helps influence local decisions and delivers the most appropriate services. Its network of over 500 shops will act as a focal point for the local community, providing information and help with local services. Age UK works across the globe as well as in the UK, with its international partner, Help Age International, championing older people's rights and needs and as an active member of the DEC.

About innocent

innocent is the UK and Europe's favourite smoothie company, selling natural healthy products in over 13 countries and employing over 220 people across Europe. Innocent's mission is to make it easy for people to do themselves some good and to make it taste good too. In addition to 100% pure fruit smoothies, their successful latest products – orange juice and veg pots - fit with their mission of getting natural healthy products to as many people as possible. As a business, innocent want to leave things better than they find them. This is reflected in everything they do, from sourcing their fruit from farms with higher social and environmental standards to developing the world's first 100% recycled plastic bottle to donating 10% of profits to charity.