

**Date:** For Immediate Release

## **PRESS RELEASE**

# **Big Knit, Big Impact**

### **Gloucestershire's crafting community create little hats for big impact**

In a longstanding partnership between Age UK and Innocent Drinks, at the start of the year Age UK Gloucestershire called on the crafting community from across the county to help make a big difference to the lives of older people, by being part of the infamous Big Knit campaign.

Since 2003 Age UK and Innocent have teamed up to inspire the nation's crafters to knit little hats for innocent smoothie bottles. The campaign has since raised over £3 million, helping to provide crucial support to older people both nationally, and locally. In Gloucestershire, an initial target of creating 5,000 hats was set, each raising 30p for older people. However, early on it was clear we could achieve at least 7,000.

Together knitters and crocheters crafted the little, tiny hats. With almost fifty patterns to choose from, crafters were also welcomed to create their own designs. Over the next six months the hats came flooding in. All kinds of creative designs were received, some from knitting groups and others from anonymous supporters who just wanted to get involved. By May it was decided to increase the target to an ambitious 10,000. By the end of the campaign, a total of 12,562 little, tiny hats had been created.

Jane Shute, Head of Fundraising & Communications of Age UK Gloucestershire said:

*"We are thrilled that the Big Knit has created quite a movement across our county! Gloucester City Homes created over a thousand hats, and Tesco Quedgeley's Knit and Natter group created over 2,300. Dunelm Gloucester runs a Knit & Stich group who together created hundreds of hats whilst having a social get-together. What was lovely to see was that a group of sixth-form students at Katherine Lady Berkeley school picked up their knitting needs and also started knitting. In addition, we received thousands of hats from anonymous supporters who just wanted to get involved. This support shows just how much enthusiasm there is in the community to help fundraise for older people, and with the right campaign, everyone can get involved."*

The 12,562 hats have raised over £3,750 and will help Age UK Gloucestershire to continue to provide older people with vital information, advice, and guidance through its Help Team service. Overall, the national campaign aims to achieve 1.4 million little hats, with the behatted smoothie bottles hitting the supermarket shelves in October 2025.

To find out more about Age UK Gloucestershire's activities, service and how to get involved subscribe to the monthly Age Better eBulletin at [ageuk.org.uk/gloucestershire/subscribe](https://ageuk.org.uk/gloucestershire/subscribe)

## ENDS

### Notes to editors:

#### About Age UK Gloucestershire:

Age UK Gloucestershire's vision is to make Gloucestershire the best place in which to grow older. As a local, independent charity our mission is to help support people navigate later life, to remain independent at home and to connect socially and access activities in the local community. For more information, visit [ageuk.org.uk/gloucestershire](https://ageuk.org.uk/gloucestershire)

#### About innocent drinks

Launched in 1999, innocent is Europe's leading healthy drinks brand. Our purpose is to make it easier for people to live well through the deliciousness of fruit and veg – that's why we have an ambition of getting a billion more portions of fruit and veg into people's diets by 2030. We now sell natural, healthy drinks in over 18 countries around the world – smoothies, super smoothies, not-from-concentrate juices, a kid's range, coconut water, innocent plus, and bubbles: our lightly sparkling fruit juices. We've always been rooted in doing business the right way. We became a B Corp back in 2018 (recertified with a score of 105.2 in 2021) and consider people and the planet in everything we do. It's the reason we started the innocent foundation and why we're working to halve our carbon footprint per bottle by 2030. We built the blender (our all-electric, little drinks factory), enhanced our Farmer Innovation Fund for regenerative agriculture projects, and we will never stop looking for ways to make our packaging more recyclable. To follow us on our journey to being good all round, head over to [innocentdrinks.co.uk/](https://innocentdrinks.co.uk/) or follow us on Twitter, Instagram, Facebook and LinkedIn.

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