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**Age UK London Reveals “The Evolution of Ageism”**

Age UK London is proud to host “The Evolution of Ageism” conference - part of the Age Allies Programme, funded by the City Bridge Trust. Taking place on Wednesday October 10th at LSBU’s Keyworth Building, the event will explore how ageism works in us, how it affects our lives and asks how we can influence its future evolution.

The attitudes we have to age and ageing impact on ourselves, now and in the future, as well as on others. Ageism tends towards subtle and implicit rather than hostile and explicit, allowing it to hide in plain sight. Even with positive and benevolent intent our actions can be ageist, negatively affecting our interactions. The assumptions we make and the stereotypes we hold will inevitably impact on others, whether we are aware of it or not.

The Age Allies programme aims to reveal and challenge the unconscious biases that allow ageism to permeate our society. This is a key step towards the practical changes needed to see a less ageist London in the future. The way we view older age will affect how we experience our own ageing. We really need to start asking some hard questions of ourselves and others, and we need to start now!

Accordingly, “The Evolution of Ageism” conference will feature expert speakers with insights into age, ageing and ageism. The audience will then have opportunity to ask questions of the following:

* **Anthea Tinker CBE**, Professor of Social Gerontology, Kings College London, who will discuss ageing and the potential for related policy interventions in future.
* **Dr. Hannah Swift**, Eastern ARC Research Fellow, School of Psychology, University of Kent, who will use her knowledge of people's attitudes to age and the effects of age stereotypes to explore our own ageism.
* **Richard Norman FRSA**, Age Allies Programme, Age UK London, who will talk about how managing the Age Allies Programme has changed his understanding of ageism.

The event will culminate in a series of breakout exercises to explore the key themes of the day, with particular focus upon the unconscious biases that fuel ageism.

**ENDS**

**Notes to Editors:**

* Age UK London is the London regional Age UK that helps London to love later life by campaigning for older Londoners, working on their behalf, and championing their cause.
  + [www.ageuk.org.uk/london](http://www.ageuk.org.uk/london)
  + [www.twitter.com/ageuklondon](http://www.twitter.com/ageuklondon)
  + [www.facebook.com/ageuklondon](http://www.facebook.com/ageuklondon)
* Age Allies is a new Programme, funded by the City Bridge Trust, that provides free Age Awareness Workshops to organisations and businesses across London. The half-day workshops have been developed in collaboration with older Londoners and are designed to help participants identify their own unconscious attitudes and assumptions about older people.
  + <https://www.ageuk.org.uk/london/projects-campaigns/our-projects/info/age-allies/>