

FOR IMMEDIATE RELEASE

WHAT DO YOU GET WHEN YOU CROSS A DINOSAUR, LION, UNICORN AND A DUCK? THE BIG KNIT OF COURSE!

Help Age UK Oxfordshire to reach their target of 25,469 hats



Age UK Oxfordshire is upping its knitting game with a new selection of exciting miniature hat designs for the Big Knit campaign.

The Big Knit, which is now in its 16th year, is working with Age UK Oxfordshire and inviting everyone – whether a purling pro, crochet connoisseur or a knitting newbie – to visit the Age UK Oxfordshire website (www.ageuk.org.uk/oxfordshire/knit) to download the new hat patterns and join in the campaign.

Taking hats to a whole new level, the new designs include a dinosaur, lion, unicorn and duck. As well as the new designs, there are plenty more knitting patterns, whatever your ability, including classic beginner bobble hats, crochet options and other fun characters – knitters can even create and design their own.

Age UK Oxfordshire is aiming to hit an impressive target of 25,469 hats to adorn innocent smoothie bottles later this year. For each be-hatted smoothie sold*, Age UK Oxfordshire receives 25p, and that money helps the Charity support older people who are facing later life alone.

Penny Thewlis, Chief Officer of Age UK Oxfordshire said: “We love the new hat designs and can’t wait to see how the knitters of Oxfordshire use them to create their

own little hats. Every year we love seeing all the different designs come in from stripy bobble hats to grizzly bears. We need everyone to join us and knit as many miniature hats as possible by 31st July to help us hit our target of 25,469 hats. It's such a fun campaign to get behind and it does so much to help older people in our area."

For more information on The Big Knit contact Sophie Dyer on 07827 235 405. Please send completed hats to Age UK Oxfordshire, 9 Napier Court, Barton Lane, Abingdon, OX14 3YT. The deadline for hats to be received is 31st July 2019.

ENDS

Notes to Editors

* Hats will go on sale in October 2019.

For all media enquiries please contact Sophie Dyer on **07827 235 405** or email **sophiedyer@ageukoxfordshire.org.uk**.

About Age UK Oxfordshire

Age UK Oxfordshire is an independent local charity dedicated to giving older people in Oxfordshire comfort, support and opportunities and enabling them to love later life. We provide free local information, advice and support. We work with our national partner, Age UK, and our local Age UK partners in England. You can find further information on all our services and volunteering opportunities by telephoning 0345 450 1276 or by visiting our website: www.ageuk.org.uk/oxfordshire. Age UK Oxfordshire is a charitable company limited by guarantee (registered charity number 1091529 and company number 4328143)