

FOR IMMEDIATE RELEASE

One month to go, can YOU help smash the Big Knit target for Age UK Oxfordshire?



Age UK Oxfordshire and innocent need everybody to pick up their knitting needles one last time this month for a final chance to donate miniature hats to the Big Knit campaign. Knitters then need to make sure their hats have been dropped off at Age UK Oxfordshire by 31st July. The miniature hats will then make their way to stores across the country and be paired with innocent smoothie bottles. For each be-hatted drink sold, Age UK Oxfordshire receives 25p, and that money helps the Charity support older people locally. Hats will appear on smoothies from October.

Penny Thewlis, Chief Executive of Age UK Oxfordshire said: “We’re so pleased with how much support this year’s Big Knit has received. The people of Oxfordshire have really taken on the new pattern challenge too – we’ve seen plenty of unicorns, dinosaurs and lions coming through which is brilliant!

“We’re asking everybody who wants to join in the fun before the campaign ends and help make a difference to the lives of older people in Oxfordshire to pick up your needles for one final knit. It doesn’t matter whether you’re a dab hand and can knock a miniature hat up in ten minutes or whether you’ve never knitted a row in your life, we want everybody to get behind the Big Knit and help us smash our target of 25,469 hats”.

Sim Viney, innocent drinks, said: “We have had such great support for the Big Knit ever since it began back in 2003, and we are positive that people of Oxfordshire will help to hit this year’s target. Even if you’ve never knitted a stitch, creating a little hat is a great way to start. We’re incredibly grateful to everyone who knits a hat and helps make the Big Knit a huge success.”

You can post your hats or pop into Age UK Oxfordshire at 9 Napier Court, Barton Lane, Abingdon, OX14 3YT. For more information on The Big Knit, visit our website www.ageuk.org.uk/oxfordshire/knit or email sophiedyer@ageukoxfordshire.org.uk.

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Notes to Editors

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)