

PRESS RELEASE

18 June 2021 – for immediate release

Loneliness Awareness Week: Oxfordshire charity unveils emotional short film

Age UK Oxfordshire has released a beautiful short film about loneliness, friendship and dancing to mark the end of [Loneliness Awareness Week](#) 2021 (14-18 June).

[Len's Story](#) features Len, an elderly local man whose life has been impacted by the work of the Oxfordshire charity. In the video, created by [Stone Barrell](#), an Oxford-based creative communications agency, Len talks about his life before and after meeting Rachel, an Age UK Oxfordshire worker who has become his friend.

"As soon as we started talking to Len, we knew the world needed to hear his story," says Sarah Stone, Co-Director and Content Lead at Stone Barrell. "It's all too easy to reduce people to a demographic or an age, and through this video we wanted to show that people like Len are so much more than that. Len loves dancing to classical music, he's funny and hospitable, and he has some pretty great dance moves!

"The work that Age UK Oxfordshire is doing to help people like Len practically – as well as helping them combat loneliness – is so important," says Stone. "We wanted more people to know about what this amazing charity is doing."

Stone Barrell produced the three-minute video for free, having come across their work by chance.

"The work Age UK Oxfordshire has done through the pandemic has been incredible," says Stone. "And the fact they will be helping people long afterwards, too, is so inspiring. They're a really great charity and we hope this little film will make more people aware of what they're doing," she says.

Notes for editors:

- Please feel free to post the video on your news site – please just credit Age UK Oxfordshire and Stone Barrell
- Video available to share from YouTube here: <https://www.youtube.com/watch?v=XDhBvzY7RxM>
or to download and upload directly to your site here: <https://www.dropbox.com/sh/lnauc3k83d64b34/AADf7Xu8l2xQZ6ShLjT5ABWa?dl=0>
- Age UK Oxfordshire is an independent local charity with over 160 staff and 235 volunteers striving to help older people stay independent and live life to the full. Age UK Oxfordshire press site: www.ageuk.org.uk/oxfordshire/about-us/press-area2
- Stone Barrell is a new creative communications agency based in Oxford, focusing on the not for profit and socially conscious sector: www.stonebarrell.com
- Loneliness Awareness Week, more info: www.marmaladetrust.org/law

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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. They provide free local information, advice and support; commercial products and services; and research and campaign on the issues that matter to people in later life. They work with their national partner, Age UK, and local Age UK partners in England. Their work focuses on five key areas: money matters, health and wellbeing, home and care, work and training and leisure and lifestyle.

You can find further information on all their services and volunteering opportunities by telephoning 0345 450 1276 or by visiting their website: www.ageuk.org.uk/oxfordshire

Age UK Oxfordshire is a charitable company limited by guarantee (registered charity number 1091529 and company number 4328143). For all media enquiries please contact Kerry Tuson on 0345 450 1276 or email media@ageukoxfordshire.org.uk.