Get knitting to help older people stay warm this winter

Age UK North Tyneside is appealing for knitting enthusiasts across the area to support a national campaign to help older people keep warm and well in winter.

The Big Knit 2015 is a joint fundraising campaign between Age UK and innocent drinks. Now in its 12th year, special bottles of bobble-hat-wearing innocent smoothies have been sold in supermarkets and shops throughout the country with innocent donating 25p from each bottle sold to help Age UK fund national and local winter projects.

Age UK North Tyneside has been set a target to produce 2,500 miniature bobble hats by the beginning of December. These hats will then go forward towards a national target of more than 800,000, before the special smoothie bottles eventually go on sale to the public in February 2016.

Alma Caldwell, Chief Executive of Age UK North Tyneside said: “The Big Knit campaign with innocent drinks has been a huge success for Age UK and helps bring in a huge amount of money to help fund vital work to support older people in the cold
winter months. This is the twelfth year that the campaign has been running and we’re hoping to make it the best one yet.

“The campaign is a fun way for consumers to engage with our work on a very serious issue. Each winter, it is estimated that one older person dies needlessly every eight minutes because of the cold. The colder months of the year can be really tough for many older people who can face difficulties protecting themselves from the harsh winter weather, getting out and about and staying connected.”

Jamie Sterry of innocent drinks, said: “Every year The Big Knit campaign relies on the support of thousands of volunteers up and down the country who knit little woolly hats for us to pop on our smoothie bottles. We hope that lots of people are inspired to get knitting this year to help us continue to raise money for Age UK and help those who need it most in winter.”

Age UK North Tyneside is inviting knitters of all abilities to come forward to help them meet this target – be that by giving up some time to help knit the mini hats, or even providing spare wool for other knitters to work with.

For more information on how you can get involved in The Big Knit, please contact Emily Rudd at Age UK North Tyneside on 0191 280 8484.

ENDS

Notes to Editors

Age UK
We work with our national partners, Age Scotland, Age Cymru and Age NI and our local Age UK partners in England (together the Age UK Family). We also work internationally for people in later life as a member of the DEC and with our sister charity Help Age International.

Age UK believes that everyone should have the opportunity to make the most of later life, whatever their circumstances. We provide free information, advice and support to over six million people; commercial products and services to over one million customers; and research and campaign on the issues that matter to people in later life. Our work focuses on five key areas: money matters, health and well being, home and care, work and training and leisure and lifestyle.

Age UK is a charitable company limited by guarantee and registered in England (registered charity number 1128267 and company number 6825798). Age Concern England and Help the Aged (both registered charities), and their trading and other associated companies merged on the 1st April 2009. Together they have formed the Age UK Group ("we"). Charitable services are offered through Age UK and commercial products are offered by the Charity’s trading companies, which donate their net profits to Age UK (the Charity).
About innocent

Launched sixteen years ago, innocent is the UK and Europe’s number one smoothie brand. We sell natural, healthy products – smoothies in little bottles and big cartons; smoothies and juice for kids; a refreshing range of not-from-concentrate juice and coconut water, and bubbles: our lightly sparkling fruit juices. The team has grown from three to 350 people who work across Europe (with products available in 15 different countries). We turn over more than £200 million each year.

We believe that everything we make should taste good and do good too. So we try to make it easier for people to do themselves some good, and to leave the planet a little bit better than how we found it. This is reflected in everything we do, from the use of green electricity at Fruit Towers, to sourcing fruit from places that go the extra mile in terms of looking after all the people that work on the farms and the environment. We are proud to say that all our bananas come from Rainforest Alliance accredited farms. We donate 10% of profits to charity, mainly to the innocent foundation, which supports charities working all over the world so that they can help the world’s hungry.