

## **Fifteen towns across Ireland help make Ireland the best place in the world to grow old**



**September 20, 2012**

*Fifteen towns across Ireland are currently preparing for Positive Ageing Week, a week-long nationwide festival which aims to celebrate the contribution older people make to their communities and help make Ireland the best place in the world to grow old.*

The colourful bunting is up and balloons adorn many venues across the country as Ireland begins the country's largest celebration of ageing – Age Action's Positive Ageing Week.

The week begins on September 28 and runs until October 6. With an estimated 1,250 events expected to take place across Ireland, north and south, this year is set to be the biggest Positive Ageing Week to date and is also the 10<sup>th</sup> anniversary of the festival.

Supported by sponsors by Bluebird Care, 15 Positive Ageing Week towns are running a week-long series of events in their communities. This year's towns are: Arklow; Athy; Ballymun; Boyle; Cashel; Drogheda; Dublin; Dundalk; Dungarvan; Galway; Kinsale; Midleton; Sligo; Trim; and Tullamore.

Events include cooking classes, exercise classes, poetry readings, adventure walks, film screenings including new Irish film 'The Brothers' which is showing in Carrick Cineplex in Roscommon, dances, mobile phone classes, bingo of course and much more.

“The purpose of the week is to show that ageing is not something to fear, but something to celebrate,” Age Action chief executive Robin Webster explained. “It is an opportunity for older people to enjoy themselves and for communities to recognise the contribution which older people have made, and continue to make, in their localities.”

Bluebird Care’s director of operations Eddie O’Toole said 'Bluebird Care’s day-to-day work is about giving 'care at home and in the community' and we are thrilled to partner with Age Action on Positive Ageing Week this year, a festival that gets to the heart of communities to celebrate the invaluable role, which older people play in their locality. There are some fantastic events on throughout the country and I encourage everyone to take part whether you are aged 3 or 93.

In the words of President Mary McAleese who previously launched Positive Ageing Week, the greatest success of the festival was that the words “positive” and “ageing” are no longer seen as unusual bedfellows.

Positive Ageing Week 2012 will be launched by GAA broadcasting legend Micheal O Muircheartaigh at a national conference at Croke Park on Friday, September 28. Other national events organised by Age Action during the week include the Google Silver Surfer of the Year Awards (October 2), the Big Bake contest and a huge afternoon tea dance in Dublin featuring Sonny Knowles in one of his last public performances before he retires in October.

To get details of Positive Ageing Week event in your area visit [www.ageaction.ie](http://www.ageaction.ie) or phone 01-4756989, 9.30 to 5pm, Monday to Friday. Also keep track of the fun around the country by following Age Action and Bluebird Care on Facebook and Twitter.