

It's Time to Get Baking



August 20, 2012

Age Action in Association with Bluebird Care Launch the 2012 National Big Bake

It's time to pre-heat the oven, roll up the sleeves, and get the cook books out with the launch of Age Action's National Big Bake, sponsored by Bluebird Care and in association with Positive Ageing Week (September 28 to October 6).

We are searching for Ireland's favourite family recipes. To enter send us a photograph of the mouth-watering treats and a short piece on what the recipe means to you, in 50 words or less. Entries can be posted or emailed and cost €10 each.

The top ten entries will be invited to come to the Cooks Academy, South William Street, Dublin, where The Big Bake Off will take place on Thursday, September 27. It will be judged by award-winning celebrity chef Gary O'Hanlon. The overall winner will then be invited to cook their recipe on TV3's Ireland AM with Catherine Leyden, on Monday, October 1.

Recipes must be completed within a cooking time of three hours and will be judged using the following categories: taste; creativity/originality; texture; consumer appeal and overall presentation.

This year Age Action celebrates 10 years of Positive Ageing Week. Positive Ageing Week is a festival which highlights the positive aspects of ageing and celebrates the contribution older people have made and continue to make to their communities.

Age Action coordinates Positive Ageing Week. Events and activities are organised by active retirement groups, local voluntary groups, nursing homes, libraries, commercial organisations and individual older people, themselves throughout the country.

Age Action fundraiser Rhona O'Connor says: *"Each year Positive Ageing Week has become bigger and better. Last year over 1,000-recorded events took place in 26 counties and this year we are hoping for at least 1,350, including many from across the border"*

"We are very excited about The Big Bake, one of our favourite events of Positive Ageing Week. Applications are now welcome, so get baking to be in with your chance to cook your goodies on TV"

Eddie O'Toole, Operations Director of Bluebird Care says: *"We are delighted to team up again with Age Action to celebrate the 10th year of Positive Ageing Week. It is a fantastic initiative that brings to light the positive aspects of growing older, living longer and engaging communities. Positive ageing week is for everyone and anybody can take part."*

Applications are now being accepted for The Big Bake 2012. Forms can be downloaded from: <http://www.ageaction.ie/big-bake-2012>. Completed forms should then be emailed to: thebigbake@ageaction.ie or posted for the attention of Rhona O'Connor to: Age Action, 30/31 Lower Camden Street, Dublin 2. The closing date for entries is September 20.

For more information logon to www.ageaction.ie or contact Rhona O'Connor on 01-4756989, 086 2575632 or email thebigbake@ageaction.ie

For more information on Bluebird Care logon to www.bluebirdcare.ie

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Captions:

Pictured at the official launch of The 2012 National Big Bake at the Cooks Academy, South William Street, Dublin, is award-winning celebrity chef Gary O'Hanlon with Katie and Keith Byrne.