

on the brink of collapse and older people's experiences of isolation and exclusion have largely been ignored by successive governments."

She continued; "Despite the economic conditions dominating the headlines, the current government and all political parties must not shy away from addressing the long term challenges of an ageing society. Beneath the shocking statistics are real life human tragedies - avoiding the issues is no longer an option."

According to Age Concern and Help the Aged, 19% of pensioners now live below the poverty line,

which it says is the equivalent of more than two million people. It acknowledges that some progress was made last year, with the government committing to a ban on age discrimination, and preparing for a Green Paper to reform social care, but says much more needs to be done. The report sets out the charity's priorities for action in 2009 and calls on the government to spend between £1bn and £2bn extra on older people's social care as part of any fiscal stimulus. The charity also wants the government to outlaw mandatory retirement ages, and to roll out automatic

payment of benefits.

Pensions Minister Rosie Winterton said there needed to be a change in public attitudes towards older people and insisted their needs were "very much a priority" for the government. "Our commitment to help today's pensioners is resolute with the increase in state pension by 5% from this month and changes from 2010 that will mean women and carers will find it easier to get a full basic state pension," she added.

Source:

<http://news.bbc.co.uk/1/hi/uk/7985432.stm>

¹ <http://www.helptheaged.org.uk/NR/rdonlyres/AFFEE68E-4798-4544-88B0-0D7467AC1DBD/0/OneVoiceReport.pdf>

2009 GREEN DAD CAMPAIGN LAUNCH - JOIN NOW

Ethical condiment and hamper company, Turnham Green, has launched its 2009 Green Dad Campaign to coincide with the run-up to Fathers' Day.

The initiative is to encourage children to adopt a greener approach to life, and in turn, influence their parents' eco-behaviour. The theme this year is healthy eating choices, with ION graduate and founder of Turnham Green Natalie Bayliss saying; "Healthy eating choices are a long term game which can sometimes feel quite intangible; this campaign aims to give children an immediate celebration of making healthy food choices.

If we can inspire just one child to assess their dad's eating choices for good health the campaign will have been a success."

The campaign also has the support of actor, comedian, author, presenter and eco-champion, Stephen Fry, who agrees, "Turnham Green might just do what their name suggests. If you can get a busy Daddy thinking about the way they're using and spending and burning then you really can change the world. And without nagging or bullying too. Brilliant."

Children can enter the competition by writing a letter explaining their dad's healthy eating choices or how he could improve his diet (younger children may draw a picture instead).

The winners will win a Kids' Cookery School cookery book and the lucky dads will receive a Turnham Green hamper.

Find out more about the competition at www.turnham-green.co.uk (Competition closes Thursday 11th June).

The prizes will be presented at Chiswick's Green Days Fair on Acton Green on Sunday 14th June.

Turnham Green is dedicated to providing a little daily luxury, all the while adhering to its three "pillars of green": being good to you, the community and the environment.

For media enquiries please contact Natalie Bayliss at info@turnham-green.co.uk / 07972216993 or visit www.turnham-green.co.uk for further information.

