

**COMMUNITIES SET TO COME TOGETHER TO CELEBRATE “SILVER SUNDAY”
– THE NATIONAL DAY FOR OLDER PEOPLE**

- On [Silver Sunday](#) (Sunday 2 October) communities, organisations, businesses and volunteers across the UK will stage hundreds of free, fun events and activities for older people at risk of social isolation
- Backdrop of increased loneliness & social isolation in older age, as well as increased anxiety due to cost of living crisis and rising energy prices

Lord’s Cricket Ground, Liverpool Royal Court Theatre and the Stephenson Steam Railway will be amongst hundreds of groups up and down the country who will stage well over 1,000 events in October to help combat social isolation amongst older people.

Now celebrating its tenth anniversary, [Silver Sunday](#), which started in the City of Westminster in 2012, is a day dedicated to older people. Fun and free activities are held across the UK where older people can make new friends, visit new places, try new activities and connect with other generations in their local communities. Simply put, it is a day for older people to enjoy themselves and given the past two years of the pandemic, exacerbated by the cost of living crisis and rising energy costs, it is needed more than ever.

According to Age UK, 1.4 million older people in the UK are often lonely and this figure set to reach 2 million people by 2025/26.¹ Silver Sunday is an exemplar of how we can play our part, as neighbours, relatives, friends, employers and volunteers to help tackle loneliness. To be held this year on Sunday 2 October, the programme includes a dog show at Paddington Recreation Ground in London, a variety show in Edinburgh, and steam train rides in Newcastle.

Other events around the day include a ‘Great Elderly Tea Party’ by the Let’s Be Foundation in Lancashire, a walking football tournament in Worcester, a dementia-friendly concert in Knightsbridge, line-dancing in Salisbury, an online jazz dance class and digital workshops with Three Discovery.

Care homes will also be supporting the day. Providers across the country including Bupa, Bluebird Care and Anchor Hanover will be hosting special sing-a-longs and parties for their residents to celebrate older people.

Christabel Flight is Founder of Silver Sunday and a Trustee of the [Sir Simon Milton Foundation](#), the charity behind the big day. She says:

“We have been delighted by the enthusiasm displayed by so many organisations, businesses, charities and community groups across the UK to put Silver Sunday back on the map again after two lean years because of the pandemic. So many more older people are going to be able to enjoy Silver Sunday again this year – and don’t they need it!”

Matthew Sykes, Chief Executive of the Sir Simon Milton Foundation says:

“On behalf of all of us in the Silver Sunday team, I thank people up and down the country who are preparing for Silver Sunday this year. It will be the biggest in three years and in the face of so much gloomy news at the moment as we head into the winter, it has never been more important.”

Emma Sutton, Metro Bank’s Head of Store Events commented:

“Silver Sunday is a key diary date for our colleagues. Working with the general public, our colleagues are naturally engaging and love a good chat. Helping out on Silver Sunday is always very popular as our colleagues love to spend time with people and are already very active members of their local community.”

Warren McDonald, Three Discovery says:

“At Three Discovery, we are driven to power up the possibilities by connecting people to technology, with an altruistic desire to empower people to learn through a strictly hands-off approach. We are super excited to partner with Silver Sunday in almost 300 locations this year as we aim to provide digital independence to those people who were previously digitally excluded”.

Latest updates on Silver Sunday 2022 activities can be found at www.silversunday.org.uk. For further information please contact Lucinda Hurrey on 07890 380 238 or email info@silversunday.org.uk.

NOTES TO EDITORS

Christabel Flight is available for interview.

Silver Sunday is a flagship initiative of the [Sir Simon Milton Foundation](http://www.sirsimonmiltonfoundation.org.uk), which works to continue Simon Milton’s vision of a society in which communities care, the young aspire, and older people thrive. The mission of the Sir Simon Milton Foundation is to provide opportunities in education and training for the young and for older people to feel valued for their contribution to their communities.

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