**FOR IMMEDIATE RELEASE**

**[insert organisation name] to celebrate Age UK’s Silver Sunday 2025: The national day for older people**

[insert name of organisation] is proud to be supporting Age UK’s Silver Sunday this year. Silver Sunday is the national day dedicated to celebrating older people across the UK. It will take place on Sunday 5th October 2025, with events taking place on the day and throughout the month in [insert area] and across the country

Age UK’s Silver Sunday sees hundreds of free and low-cost activities and events take place that are designed to help older people feel valued, as well as providing the opportunity for older people who are feeling lonely to re-connect with their communities and access local support.

[insert name of organisation] will be celebrating by [insert details about your Silver Sunday event including what you’re hosting, times, locations and any other detail].

[insert name and job role] said: “Silver Sunday is the opportunity for people across all generations to come together and celebrate older people in our society.

“Age UK’s research shows that [insert relevant regional stat – please see comment][[1]](#endnote-1), so we hope that by coming along to our event it gives older people who may be feeling lonely the chance to connect with our local community, try new things and perhaps make some new friends.

“We’d encourage any older people in the area to attend our event/s and also those who want to show their support for the older people in our area.”

For more information on [insert organisation name]’s Silver Sunday 2025 event, visit [insert website link] or call [insert phone number] or visit [Age UK’s Silver Sunday](https://www.ageuk.org.uk/services/silver-sunday/) to find out more about the initiative.

**-ENDS-**

REF: STLHNLKH

**Notes to editors**

Age UK's Silver Sunday campaign is proudly supported by a number of high-profile organisations that regularly participate by offering free activities. These include: Everyone Active, Lord's Cricket Ground, ZSL London Zoo, and Lauriston Castle Edinburgh.

In previous years, a diverse range of activities has been offered to celebrate older people, including steam train rides, walking football tournaments, dance-a-thons, tea parties, dementia-friendly concerts, digital workshops, history tours, fitness sessions, and free theatre tickets.

1. Reference: Age UK calculation based on data (weighted to be representative of the UK population) from Yonder online and telephone omnibus research polling for Age UK, November 2023 (weighted sample of 2632 people aged 65+ in the UK, between 14th and 27th October 2023) and ONS mid-year 2021 population estimates (published 21 December 2022). [↑](#endnote-ref-1)