

Invitation

Make Someone's Day campaign launch
20 March 2020, 2:30pm
Centenary Square, Birmingham B1 2ND

**MAKE
SOMEONE'S
DAY!**

You're invited!

Ageing Better in Birmingham is launching the citywide Make Someone's Day campaign to **help make Birmingham a friendlier city.**

At 14:30 on 20 March 2020, we will be outside the Library of Birmingham on Centenary Square together with the Lord Mayor (to be confirmed), campaign supporters such as a large group of people over 50 some of whom have helped develop the campaign, and members of the public.

Loneliness and social isolation is a problem that we hear about on the radio, see on TV and read about in the news and on social media. Some people go for weeks without speaking to anyone. In Birmingham, almost 57,000 people aged 65 and over are living alone, increasing their risk of being isolated.

We want to **start a movement in Birmingham** encouraging people to start conversations when they are on the bus, waiting for the train, in the shop queue and so on. By making such conversations a habit, the number of connections people have will increase.

Support the campaign

We have plenty of campaign materials to share and would love to have you at the launch!

To support the campaign, please get in touch with Elina Rosen at ElinaR@bvsc.org / **0121 678 8808**



The Make Someone's Day campaign is supported by Birmingham City Council and led by Ageing Better in Birmingham, a programme funded by The National Lottery Community Fund. Ageing Better in Birmingham is run by a partnership led by Birmingham Voluntary Service Council (BVSC).

www.ageingbetterinbirmingham.co.uk/makesomeonesday

