

# Press Release

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For Immediate Release

## **Celebrating Later Life and New Challenges**

**On 1st October 2015, groups, businesses and organisations up and down the country put on events to celebrate National Older People's Day. Tunbridge Wells Baptist Church was the venue for the event "Celebrating Later Life and New Challenges" and visitors were provided with plenty of information on what is available to them.**

Organised by Elaine Ferris of The Good Care Group, Symone Salwan of Home Instead Senior Care and in conjunction with Good Neighbours in Tunbridge Wells, the event brought together a number of organisations to raise awareness of the support, services and opportunities available to people in the Tunbridge Wells area when they consider options for later life, assistance they may require, or activities available to them.

Older People's Day is a national organisation which raises awareness and celebrates later life with events organised annually on 1st October up and down the country.

Elaine and Symone were delighted that Greg Clark MP for Tunbridge Wells was happy to take time out of his busy schedule to support the event, speaking to every exhibitor to thank them for the work they do. He even enjoyed his own smoothie which he made himself by riding the Smoothie Bike provided by TWBC Health Action Team (pictured).

As health care professionals Symone and Elaine are passionate about supporting people to live well at home for longer. They strive to work collaboratively with businesses and the community to effect positive change, opportunities and attitude through knowledge and awareness and would like to thank all the exhibitors who took part at the event; Cripps Solicitors, Argo Life & Legacy, Tunbridge Wells Borough Council Health Action Team, KCC Community Support, Alzheimer's and Dementia Support Services, Alzheimer's Society, St James's Place, Goodman Partnership, IMAGO, Kent Library Service, Citizen's Advice Bureau, Carers First, Arthritis Support Kent, Able Label, Eye Concern, Horder Healthcare.

ENDS

## Notes to editors:

UK Older People's Day is on 1st October every year to coincide with the UN International Day of Older Persons. The main aim for the day is to be a celebration of the achievements and contributions that older people make to our society and the economy. Older People's Day supports the campaign to challenge negative attitudes and outdated stereotypes. [olderpeoplesday.co.uk](http://olderpeoplesday.co.uk)

### Sponsors:

As health care professionals Elaine & Symone and are passionate about supporting people to live well at home for longer, we are members of the Dementia Action Alliance and chair local Arthritis Charities, Carers Wellbeing Charities, Dementia Friendly Communities Forums in Sevenoaks and Tonbridge/Tunbridge Wells in alignment with the Prime Minister's 2020 Dementia Challenge working collaboratively with business and communities to effect positive change, opportunities and attitude through knowledge and awareness.

- Symone Salwan is Director of Home Instead Senior Care Tunbridge Wells, Sevenoaks and Edenbridge, the UK's leading home care service. [www.homeinstead.co.uk/tunbridgewells](http://www.homeinstead.co.uk/tunbridgewells)
- Elaine Ferris is Area Manager (Kent) at The Good Care Group, the UK's most awarded provider of live in care services. [www.thegoodcaregroup.com/home-care-service/locations-we-cover/kent/](http://www.thegoodcaregroup.com/home-care-service/locations-we-cover/kent/)
- Theresa Halliday is Project Manager of the Good Neighbours, a Registered Charity offering a range of services aimed at improving the health and well-being of people over 65 in Tunbridge Wells <http://www.goodneighbourproject.org.uk/>

### For further information please contact:

**Elaine Ferris** on **01732 441098** or email [elaine.ferris@thegoodcaregroup.com](mailto:elaine.ferris@thegoodcaregroup.com) | [www.thegoodcaregroup.com](http://www.thegoodcaregroup.com) | Facebook: [www.facebook.com/goodcaregroup](https://www.facebook.com/goodcaregroup) | Twitter: [@goodcaregroup](https://twitter.com/goodcaregroup)

**Symone Salwan** on **01892 731264** or e-mail [symone.salwan@homeinstead.co.uk](mailto:symone.salwan@homeinstead.co.uk) | [www.homeinstead.co.uk/tunbridgewells](http://www.homeinstead.co.uk/tunbridgewells) | Facebook: [www.facebook.com/HomeInsteadTW](https://www.facebook.com/HomeInsteadTW) | Twitter: [@HomeInstead\\_TW](https://twitter.com/HomeInstead_TW)



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