

**Media Release**  
**For Immediate Release**  
**Friday 11 June 2010**

## **Ambassador for Ageing tackles ageism in Respect for Seniors Week**

Ambassador for Ageing, Noeline Brown, is helping tackle ageism with an address at the 'Respect for Seniors' celebration on Sunday 20 June at St Ives Uniting Church.

This grassroots campaign is geared towards engaging the community by raising awareness of ageism and generating conversation about positive ageing. Campaign organisers are calling on members of the public to don the colour purple to show their support during Respect for Seniors Week, from Sunday 13 to Sunday 20 June 2010.

Gillian McFee, Director, UnitingCare Ageing, said that she was eager to assist in promoting the campaign and its message.

"Promoting well-being and continued meaningful participation of older people in society is something we all need to focus on. 'Respect for Seniors Week' is celebrated to coincide with World Elder Abuse Awareness Day and it is a sobering reminder that older people can easily become isolated, vulnerable and excluded simply because of their age"

"The 'Respect for Seniors' campaign creates awareness about the fact that the passing of time does not diminish the contributions older people have made and continue to make each day."

Ms Brown said "As Ambassador I encourage recognition and respect for the continuing contribution older Australians make to our nation".

Initiated by St Ives Uniting Church the campaign began in 2009 with the debut of a 'Wear Purple Day' celebration of ageing service to acknowledge 'World Elder Abuse Awareness Day'. The event was such a success it inspired another 17 Uniting Churches to join in this year's celebrations in Sydney as well as regional NSW and the ACT.

Following Ms Brown's address, St Ives Uniting Church will launch the inaugural 'Annual Elders Interview' to honour the individual, collective and lifelong contributions of older Australians.

Students from Abbotsleigh High School and the School Captains from St Ives High School will participate in the 'Annual Elders Interview' with some students sharing why they value older people.

Distinguished guests present on the day will also include The Hon Paul Fletcher MP, Federal Member for Bradfield; The Hon Jonathon O'Dea MP, State Member for Davidson; the Mayor of Ku-ring-gai Council, Cr Ian Cross; senior personnel from UnitingCare Ageing and members of the UnitingCare Ageing Northern Sydney Regional Board.

The Respect for Seniors campaign is wholeheartedly supported by UnitingCare Ageing and has been partly funded by the UnitingCare Ageing Northern Sydney Regional Development Fund, which supports programs of benefit to the community.

Ms McFee urged the community to get behind the initiative and support their parents, grandparents, neighbours and friends.

"Let's show our support and love for the older people in our lives by wearing purple and encouraging others to do so as well.

"Start a conversation with an older person and you might be surprised at how much you can learn from the wisdom and experiences they have gained through their lives", Ms McFee recommended.

**END**

**For more information or to arrange an interview with The Rev Dr Douglas Purnell, Minister, St Ives Uniting Church or Gillian McFee, Director, UnitingCare Ageing, please contact Ingrid Hoff, Public Relations Assistant, UnitingCare NSW.ACT on 02 8267 4374 or email [ingridh@nsw.uca.org.au](mailto:ingridh@nsw.uca.org.au).**

**For all media enquiries regarding Ms Noeline Brown, Ambassador for Ageing, please contact Toni McLennan on 0402 674 457.**