



# NEWS

13 May 2016

## **DAME ESTHER RANTZEN AND GLASGOW'S LORD PROVOST TEAM UP TO PROMOTE SILVER WEEK 2016**

Lord Provost Sadie Docherty and Dame Esther Rantzen will join older people and volunteers on Friday 20 May to celebrate Silver Week 2016.

The event at Glasgow Royal Concert Hall, Exhibition Hall, forms part of a week of activities to raise awareness of The Silver Line, the only national, free and confidential helpline for lonely and isolated older people.

Dame Esther, founder of The Silver Line, and The Lord Provost will join around 150 older people, volunteers and representatives of groups working for older people in the city, for a chat, entertainment and afternoon tea.

Since its launch in September 2013, the Silver Line helpline has received around 83,000 calls from Scotland – an average of 100 a day. The majority are received in the evenings or at weekends when other services are not available.

The Silver Line, was one of The Lord Provost's nominated charities to benefit from her Charity Lunch held last year. The organisation relies on voluntary donations to keep its 24/7 helpline going and to fund the Silver Line Friends volunteer friendship programme.

Dame Esther Rantzen said:

*"We really appreciate the Lord Provost's support for The Silver Line's work. It's been a great help in spreading the word to lonely and isolated older people who may need our support.*

*"The afternoon event will bring together a range of older people and volunteers to discuss some of the issues that concern them and celebrate at the same time."*

The Lord Provost said:

*"I'm delighted to give my backing to The Silver Line. Loneliness among the elderly is a growing problem. I do hope today's event will increase awareness and prompt people to think about*

*elderly people they may know nearby who would welcome a smile and a chat. Or even better encourage people to volunteer for this wonderful charity.”*

**To arrange interviews with Dame Esther Rantzen or for more information about The Silver Line Scotland, contact**

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**About The Silver Line Scotland**

- The Silver Line is the only free, national, confidential, 24-hour seven-days-a-week, helpline for lonely and isolated older people.
- The Silver Line works in partnership with Age Scotland to deliver the service in Scotland.
- Since being launched nationally in 2013, The Silver Line has received over 870,000 calls from lonely and isolated older people across the UK.
- 68% of calls are after 6pm or at weekends; while 67% of callers contact the helpline because they are lonely or isolated, 88% live alone, and 54% say they have no one else to speak to.