



# NEWS

## DAME ESTHER RANTZEN, LORRAINE KELLY AND ANGIE BEST TEAM UP TO RAISE FUNDS FOR THE SILVER LINE

- **THE SILVER LINE PARTNER JD WILLIAMS TO DONATE 30% OF SALES OF THE SILVER LINE EDIT RANGE**

Dame Esther Rantzen, Lorraine Kelly, and Angie Best have teamed up with online retailer JD Williams to raise money for The Silver Line.

The Silver Line charity founder Dame Esther Rantzen, TV presenter Lorraine, and ex model Angie Best have each chosen a 'Silver Line edit', their favourite outfit from JD Williams' SS17 clothing range, with 30% of the sales of these products going to the charity, which relies entirely on voluntary donations.

Since the charity's national launch in 2013, The Silver Line helpline has received over 1.3 million calls from lonely older people – over 53% of who say they have no one else to talk to. More than a third of these calls are made during evenings or at weekends when no other helpline is available. In addition, over 3,000 volunteers make regular weekly friendship calls to older people.

The charity partnership comes after recent headlines revealed how Britain's older generation are suffering an 'epidemic of loneliness'\* , with almost two in five going entire days without speaking to anyone; something The Silver Line team know a lot about.

Dame Esther Rantzen said: "Britain has become too busy to find time for our older people. They don't want to be a burden and have too much pride to ask for help from families who may live miles away and carers who have no time to stop and have a conversation. But loneliness can be lethal. That's why The Silver Line is there 24-hours a day, every single day and night of the year and we are delighted to have the support of JD Williams to help us offer friendship, share memories and be a listening ear for older people who have nowhere else to turn to for conversation so that they feel valued."

Lorraine Kelly, who has selected one of the dresses from her most recent collection with the online retailer commented: "It's so important to give people respect, especially people of this generation - we owe them a massive debt. Many of them have been through the war and post war years and are a fascinating group of people with so much to say."

Angie Best says of her involvement with the charity: "I'm really happy to be working with Esther, The Silver Line and JD Williams on this campaign. I'm blessed, as my job and son Calum keep me busy and in regular contact with the outside world. The Silver Line is there for those who don't have such freedoms but would love to talk with somebody and share their stories - and boy do they have stories to tell, probably better than any novel."

“We’re really proud to be supporting The Silver Line, which helps a group of people who are too often overlooked. It’s heart-breaking to think that so many older people are suffering from loneliness and are without someone to talk to. We hope the funds and awareness raised will help The Silver Line continue to such important charity work and it’s just one of the activities we’ll be implementing over the next couple of years to help the charity” said Angela Spindler, CEO of N Brown Group (which owns JD Williams).

Products included in The Silver Line edits, as chosen by Dame Esther, Lorraine and Angie are:

Esther: <http://www.jdwilliams.co.uk/shop/joanna-hope-lace-dress/fm879/product/details/show.action?pdBoUid=5201#colour:Navy,size:>

Lorraine: <http://www.jdwilliams.co.uk/shop/lorraine-kelly-textured-wrap-dress/gz221/product/details/show.action?pdBoUid=5201#colour:Lemon/Grey,size:>

Angie: <http://www.jdwilliams.co.uk/shop/joanna-hope-boucle-jacket/vw126/product/details/show.action?pdBoUid=5201#colour:Navy,size:>

**-Ends-**

**Notes to editors:**

**About The Silver Line**

- The Silver Line (0800 4 70 80 90) is the only free, national and confidential helpline open every day and night, offering information, friendship and advice to older people.
- As well as running the helpline, The Silver Line has 3,000 volunteers who make regular friendship calls or exchange letters with older people.
- 68% of callers contact the helpline because they are lonely or isolated, 90% live alone, and 54% say they have no one else to speak to.
- Around five per cent of older people calling the helpline report present or historic abuse.
- For further details please visit: [www.thesilverline.org.uk](http://www.thesilverline.org.uk)

**For more information contact the press team on:**

Alexia Latham

Alexia.latham@TheSilverLine.org.uk

Tel: 0748 301 5955

Hannah Rogers

hannah.rogers@TheSilverLine.org.uk

Tel: 020 3794 7902