

SENIORS SAY “THANK YOU!”

DATE: Wednesday 30 September 2020 – FOR IMMEDIATE RELEASE

National Seniors Australia has launched a campaign where older Australians can publicly say “Thank you!” for the care and respect shown to seniors by the community throughout the COVID-19 pandemic.

Australia’s peak consumer group for older Australians will lead a campaign where seniors can demonstrate their thanks on social media as part of ‘International Older Persons Day’ tomorrow.

This year will mark the 30th anniversary of ‘International Older Persons Day’ and National Seniors will be urging its members and seniors in general to publicly show their thanks, to anyone in the community who has looked out for them this year.

Participants will be able to access a “Thank You Balloon” from a letter sent to our members or on our website at <https://nationalseniors.com.au/get-involved/thank-you-campaign> and use that balloon to take a selfie with the person they want to say “Thank you!” to.

National Seniors Chief Advocate Ian Henschke says 2020 has been a tough year and it’s time to recognise those who have helped some of our most vulnerable in the community to get through the year.

“With older persons confronted by higher risks, National Seniors Australia is launching our ‘Thank You’ campaign to thank those who have supported others this year and we want *you* to get involved,” Mr Henschke said.

“Say thank you to the people in your life who have supported you during the pandemic by taking a photo together with our ‘Thank you’ poster.

“Tell us who you’re thanking and why on Facebook by tagging your picture with #NSAthankyou and we’ll thank them too.”

‘International Older Persons Day’ is tomorrow, October 1 and is co-ordinated by the United Nations.

For more see our video at: https://www.youtube.com/watch?v=AgxzU_2ldYQ&feature=youtu.be

ENDS

Ian Henschke is available for comment.

For media enquiries please call Craig Sullivan on 0488 047 380.