



Celebrating 60 Years

*Press Release*

Contact: Gillian Crosby, 0207 553 6500 email [gcrosby@cpa.org.uk](mailto:gcrosby@cpa.org.uk)

20 September 2007

## **CPA IS SUPPORTING Generation Xperience**

**UK OLDER PEOPLE'S DAY, 1 OCTOBER 2007**

**THE CENTRE FOR POLICY ON AGEING** is supporting Generation Xperience to celebrate the achievements of older people and the huge contribution they make to society, while at the same time tackling outdated stereotypes and affirming a positive view of later life.

Gillian Crosby, the Centre's director, said 'It is right to draw attention to the constructive opportunities that are open to older people in our society and to mark their successes.'

'Contrary to stereotyped images of older age, each of the 20 million people over 50 in the UK today is a unique individual. There is no blanket conformity among this group of society. That is why it is so important to recognise publicly the variety and richness of older people's lives and their contribution as active citizens in many different ways.'

'The Centre through its policy formulations on an array of topics and debates on ageing has offered challenges to long established ways of thinking and drawn attention to the need for a creative appraisal of the place of older people in Britain. Age discrimination is probably the least understood and least recognised of social prejudices and, as such, potentially the most hazardous for a rapidly ageing society. The governing principle underlying age equality is that of "fairness of opportunity and outcomes", and it is this principle that has been embedded in CPA's work since its inception in 1947.'

contd/

### **Centre for Policy on Ageing**

25-31 Ironmonger Row, London EC1V 3QP

Telephone +44 (0)20 7553 6500

Fax +44 (0)20 7553 6501

Email [cpa@cpa.org.uk](mailto:cpa@cpa.org.uk)

Website [www.cpa.org.uk](http://www.cpa.org.uk)

Registered charity no 207163

Registered Company limited by guarantee no 440135

## Notes

1. Generation Xperience UK Older People's Day will be taking place on Monday 1<sup>st</sup> October. It is an initiative that is supported by the Department for Work and Pensions in conjunction with a range of other government departments and agencies.
2. The objective of the day is to challenge stereotypes and achieve a positive change in society's attitudes towards older people.
3. The activity also coincides with UN International Day of Older People and is the first anniversary of the Employment Equality (Age) Regulations 2006 that made it unlawful for employers to discriminate against a person because of their age.
4. Further details on national and local events and advice for over 50s on benefits, health and well-being, working and pensions will be available from the campaign website: [www.direct.gov.uk/generationxperience](http://www.direct.gov.uk/generationxperience) from 20 September 2007.