



Friday 1<sup>st</sup> December 2017

## **Campaign to End Loneliness responds to new Age UK research on loneliness at Christmas**

**Laura Alcock-Ferguson, Executive Director of the Campaign to End Loneliness, said:**

“We welcome Age UK’s new research. Bereavement is one of the biggest triggers of loneliness, and Christmas is an emotional time of year. This can exacerbate feelings of grief, loss and loneliness. The impact of loneliness on physical and mental health can be devastating for older people, and we all need to play our part in tackling it.

“It’s important to remember that whilst older people can feel lonelier at Christmas, loneliness happens all year round. But Christmas is a great time for us to connect with each other. This December, make that moment of connection happen with a lonely older person – you could send them a Christmas card, stop for a chat, or invite them for dinner. Use Christmas as the excuse to make a year-round friendship.”

**On Monday 4<sup>th</sup> December, the Campaign to End Loneliness is launching a social media campaign with 12 tips and ideas to tackle loneliness this Christmas. Follow the Campaign on [Twitter](#) and [Facebook](#) to take part.**