



HM GOVERNMENT OF GIBRALTAR
MINISTRY OF EQUALITY, SOCIAL
SERVICES & THE ELDERLY
14 GOVERNOR'S PARADE
GIBRALTAR



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JOINT PRESS RELEASE

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Adopt a Grandparent for Christmas

Christmas is almost here: it is the season for caring and thinking of others who are less fortunate and more vulnerable in our community and doing something special for them.

The "Adopt a Grandparent" campaign is a joint initiative between the Ministry for the Elderly and the Gibraltar Citizens Advice Bureau and is being launched today so as to ensure its success in the run up to Christmas.

The idea is that people will be encouraged to "Adopt a Grandparent for Christmas" to raise awareness that we need to make sure that we spend sufficient time with the elderly people in our community. CAB will also co-ordinate presents for the elderly who live alone and who might be in need of more support.

The aim and objective of this initiative is twofold: firstly, to celebrate the achievements and contributions that older people make to their families, the community & the economy. CAB will be working with the Scouts and Guides movements as well as with the Department of Education and will be delivering talks together with Social Services highlighting the importance of looking after the elderly generation and secondly to ensure ALL elderly people in our community are given the support, dignity and respect that they deserve, not only during Christmas but the whole year.

CAB will be collecting toiletries, groceries and donations that will be channelled to the elderly in our society who need support. It will be distributed to the elderly in need nearer Christmas. In this connection, individuals or organisations that want to contribute, should contact the Bureau for more information. Commenting on the matter, the Hon Samantha Sacramento, Minister for Equality Social Services & the Elderly, said, "It is easy to get caught up in a busy day and forget to take time out to spend with the elderly members of our family. We also need to remember those who may not have any family to call upon. This time of year can be particularly difficult for them so we all need to make an effort to reach out. I have every confidence that this initiative will prove to be very successful."

Pili Rodriguez, manager of CAB said that she was delighted to be spearheading such a worthy campaign “CAB works at the heart of the community it serves here in Gibraltar. It is committed to make a difference to the elderly in need this year”.

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CAB is also on Facebook.

Ends