



## The award categories

### About Help the Aged

Our vision is of a future where older people are highly valued, have lives that are richer and voices that are heard.

Our purpose is to secure and uphold the rights of older people everywhere. Working with older people, we identify the needs and champion the issues that help better their lives. Through research, campaigning and fundraising we develop solutions, drive activities and inspire others to do the same.

### Questions?

If you have any questions about the award categories, nominations or ceremony or about Help the Aged itself, please call **Lucy Burton** on **020 7239 1460**, e-mail **events@helptheaged.org.uk** or visit **www.helptheaged.org.uk/events**

### Local Hero

Open to voluntary carers, friends, family and individuals over the age of 60, who have provided an extra-special helping hand to another person. This may be day-to-day support or an act of outstanding courage or bravery.

We are looking for seven winners, one from each of the following areas:

- Scotland
- Northern Ireland
- Wales
- North England
- Central England
- London and home counties
- The South

### Achievement in Sport

Open to individuals of 60 years or over who, through sporting endeavour, have shown that age need not be an impediment to physical pursuit, or who have devoted their time or sporting talent to the benefit of others.

### Campaigner of the Year

Recognising individuals or local groups who have successfully campaigned to improve the lives of older people.

### Business for Age

Recognising organisations and companies that are actively making positive steps to improve the quality of life for their older stakeholders. This includes improving life for older people in the workplace, dealing with age-related issues and acknowledging the needs and aspirations of older people as consumers.

### Helping Unite Generations Award (HUG), sponsored by BARCLAYS

Open to schools with pupils under the age of 18, who are actively working together with older people to bridge the generation gap.

### The Dame Thora Hird Award for Outstanding Achievement (in the gift of Help the Aged)

In memory of our great supporter Dame Thora Hird OBE, this award will go to the overall winner of all the award categories (excluding those in the gift of Help the Aged).

### Hall of Fame

(in the gift of Help the Aged) Presented to a public figure over the age of 60, who has actively served as an inspiration either through their voluntary work or in their everyday life. Previous winners include Nelson Mandela, June Whitfield, Barbara Windsor MBE, Dame Thora Hird OBE and Lord Attenborough CBE.

### Research into Ageing

Open to any researcher of any age who has made a major contribution to understanding the needs of older people or the ageing process, or who has made a significant contribution to improving the quality of older people through understanding, preventing or treating age related conditions.

### Media sponsored by



### (in the gift of Help the Aged)

Recognising individuals or organisations working within the media, that are positively and accurately representing older people's issues. These issues might include elder abuse, health awareness, age discrimination, social care or social policy.

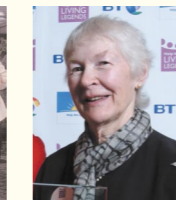
## Living Legends 2004



Arthur Keily



North Manchester High School for Boys



Nan Maitland

**Arthur Keily** - Won the Dame Thora Hird Award for Outstanding Achievement. Arthur's sporting career spans 65 years. He competed in the 1960 Olympic Games marathon in Rome, breaking the English World Record. At the age of 70 he won the World Cup London Marathon for his age group. In total he has held 11 world records for running. He has many awards, including The Derby Daily Telegraph award for Achiever of the 100 Years Centenary. When not competing, Arthur channels his efforts into charity fundraising, and when his wife was involved in a car accident, he sold all his medals, cups and memorabilia to fund the operation she needed.

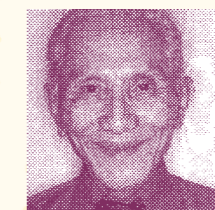
### North Manchester High School For Boys

– Won the Intergenerational Schools Award sponsored by Barclays. The boys at the school offer support, care and companionship to the tenants of Peterloo Court, a sheltered housing scheme in Salford. They share walks, trips to the theatre and the seaside, and even go shopping together.

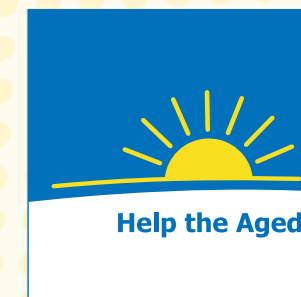
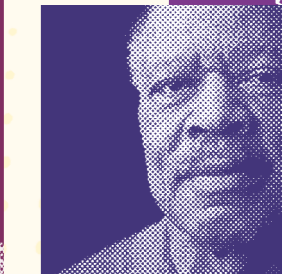
The highlight of this project is Peterloo People, a book featuring the wartime experiences of 20 of the tenants, which were taped and transcribed by the boys. The benefits work both ways. The lives of the tenants are enriched by an energetic youthful presence, whilst the students grow in self-confidence through the tenants' interest in their welfare, their choice of career and their future

**Nan Maitland** – Won the Campaigner of the year award for her work and dedication to Homeshare International which she founded in 1999, after bringing the idea over from the USA. The scheme runs by an older householder offering to share their home with a younger person in exchange for an agreed level of support. This brings mutual benefits and, for the older people in particular, companionship, security and help with daily tasks. The schemes are run by not-for-profit local agencies and, under Nan's directorship, homeshare has developed steadily.

# Celebrating the legends of everyday life



In association with

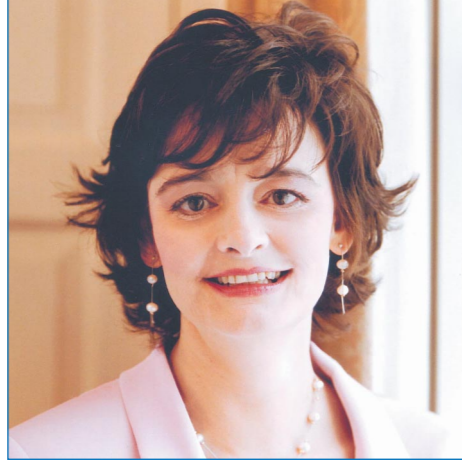


## Welcome from Cherie Booth QC

It is my pleasure to welcome you to help the Aged Living Legends 2005 in association with BT

This national award scheme is now in its eleventh year and is once again looking to celebrate the courageous achievements made by ordinary older individuals, as well as recognising the contributions made by other generations, groups and organisations in making a real difference to the lives of older people. This year we are proud to introduce a new award category to recognise the contribution a researcher will have made into understanding, preventing and treating age related conditions with the goal of significantly improving the quality of lives of thousands of people.

Over the years, as Patron of the event I have had the pleasure of meeting so many incredible people who have achieved their goals irrespective of age. I welcome you to join our search in finding more legends of everyday life by nominating someone special!



Cherie Booth

## Forget the Emmys®, Oscars and BAFTAs, Help the Aged is looking for the heroes that really matter – legends from everyday life!



Do you know someone who has made a real difference and deserves recognition? An older individual who has provided an extra-special helping hand to another person. Perhaps someone who has shown an outstanding act of bravery or achieved something truly incredible against the odds? Or maybe a group or organisation that is actively making positive steps to improve the quality of life for the older generation?

If you know of a true but unsung hero, now is the time to nominate them as a Living Legend.

Two inspirational nominees from each category will be the guests of honour at the awards where the winner will be announced.

**Living Legends will be held at the Dorchester Hotel on Wednesday 23 March 2005.**

### How to make a nomination

Anyone can nominate themselves, another individual or an organisation for an award (excluding the Hall of Fame, Media and Dame Thora Hird awards, as they are in gift of Help the Aged). All you need do is complete the attached nomination form and send it back to us. Closing date for nominations is Friday 28 January 2005. Please note that Help the Aged employees can make nominations but cannot be nominated themselves.

Winners in each category will be chosen by an independent panel of judges.

### The award ceremony

If you would like to join in the celebrations and meet the awe-inspiring winners, tickets are available for the award ceremony. The event will start with a Champagne reception, which will be followed by lunch and then the ceremony itself. Celebrity guests will present the winners with their awards. To purchase tickets, please complete and return the attached form.

## Nomination form

To nominate an individual, group or organisation you feel should be celebrated as a Living Legend, please complete the form below in BLOCK CAPITALS and return to: Living Legends, 207–221 Pentonville Road, London N1 9JZ. The closing date for nominations is Friday 28 January 2005. No entries will be accepted after this date. Winners will be notified in mid-February. Please do not send original copies of press cuttings, photographs or videos as we are unable to return them.

### Nominator

I would like to nominate (please tick one box only)

Myself  An individual  An organisation  Other (please state)

### Your details

Mr/Mrs/Ms/Miss/Other (please state)

First name

Address

Family name

Telephone number

Postcode

E-mail address

Nominator's signature

Date

### Their details

#### Nominee information

Name of group/organisation/company (if applicable)

Mr/Mrs/Ms/Miss/Other (please state)

First name

Address

Family name

Date of birth

Postcode

Telephone number

E-mail address

### Award Category nominated for (please tick one box only)

Local Hero (please tick area)

Scotland  North England  The south  
 Northern Ireland  Central England  
 Wales  London and home counties

Achievement in Sport

Business for Age

Campaigner of the Year

Helping Unite Generations Award (HUG), sponsored by Barclays

Research into Ageing

On a separate piece of paper, either typed or in block capitals, please outline the reasons for your nomination. Describe achievements or contributions, with dates, and give examples showing why your nominee should win an award. You may also include a letter of support which must be signed and dated and state your relationship to the nominee.

Please note that the nomination form and any supporting material will not be returned. The information may be used for publicity purposes should your nominee be shortlisted. Help the Aged will acknowledge safe receipt of your completed nomination(s) within 14 days.

We offer a range of products and services through our trading companies, which may be of interest to you. If you do not wish to be contacted through non-electronic means of communication, please tick this box.