

PRESS RELEASE PRESS RELEASE PRESS RELEASE

SUGAR & SPICE AND ALL THINGS NICE

Sugar and spice, and all things nice, that's what the Third Age Gingerbread Village is made of.....

Come along and see for yourself on Sunday next, December 14, at Bewleys Hotel, Ballsbridge, Dublin 4, 2-6pm.

People of each generation have responded to Third Age's invitation to take part in a Gingerbread House decoration competition for all the family. Entries will be judged by Chef Ciara Fennessy of Ciara's Kitchen as seen on RTE 'Today' show. The winner will take home a 300 hotel voucher eligible for over 600 hotels nationwide plus €200 spending money.

This is a fun day for families. There will be children's' games, photo booth, face painting, colouring competition, cinema, and a post box for Santa. Admission is free.

Third Age is a national voluntary organisation about older people, responding to the opportunities and challenges of an ageing Ireland. Third Age has a number of intergenerational programmes with an underlying philosophy of connectivity – connecting older people to their community, connecting migrants with Irish people and connecting the generations.

The tradition of making decorated gingerbread houses started in Germany in the early 1800s. The first gingerbread houses have been linked to the Grimm's fairy tale 'Hansel and Gretel' in which two children abandoned in the forest found an edible house made of gingerbread with sugar decorations. Once the children's book was published, German bakers began baking ornamental fairy-tale houses made of gingerbread. These became popular during Christmas, and were brought to America by German immigrants who settled in Pennsylvania. Today, Gingerbread Villages feature in Christmas exhibitions and celebrations all over the world, with Third Age being the one of the first Irish charities to invite members of the public to participate.

For more information, contact Ruth Loughran, Business Strategy Executive, Third Age, 087-2323823

Anne Dempsey Head of Communications Third Age, 087-7450721, www.thirdageireland.ie

Note:

The Gingerbread Village is a fundraising activity for Third Age, contributing to three national programmes:

Senior Help Line – a national confidential listening service for older people, open 10am-10pm every day of the year, LoCall 1850 440 444

Failte Isteach – offering free classes in conversational English to over 2,000 migrants each week in 68 branches nation wide.

Sage, Support & Advocacy for Older People – providing trained independent volunteer advocates in nursing homes throughout Ireland.