

April 2010

Dear colleague,

I am writing to tell you about Age UK, the new force combining the national organisations of Age Concern and Help the Aged. One year on from the merger in April 2009, they are now launching the new organisation, and they have a new look to match their exciting plans.

The introduction of the new Age UK name is a major milestone in the journey to create a single new organisation which will improve the lives of people in later life, both in the UK and abroad. This journey has been driven by the belief that alongside climate change, population ageing is the greatest global transition to face society this century and that change is needed to meet this challenge.

I want also to take this opportunity to reassure you that the level and standard of support and services Age Concern Herefordshire & Worcestershire has provided on a local level will continue. We plan to change our name and brand image over the coming few months and will become Age UK Herefordshire & Worcestershire, and I look forward to working with you to take our new Organisation forward.

I have attached a booklet about Age UK and I hope you find it informative. It tells you who we are and what we do, where we have come from, why we exist and how people can get involved. I hope you will agree that Age UK brings together all the vital products and services of Age Concern and Help the Aged, and adds to them something new.

We are both a charity and a social enterprise and we want to reach everyone in later life; together, we can achieve so much more.

Best wishes



Philip Talbot
Chief Executive
Age Concern Herefordshire & Worcestershire

Royal Patron of Age Concern: HRH The Prince of Wales KG KT GCB

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