

## ***MEDIA RELEASE***

Wednesday 22 March 2022

### **Winter Appeal launch – Turn off the heat**

With the rise of fuel prices, groceries and the looming flu season, generous Portlanders are being asked to help vulnerable older people keep warm and connected this winter.

To launch this year's Winter Warmth Appeal, United Way Glenelg is asking the **community to turn off all forms of heating on Friday 1 April between 6.00pm and midnight to highlight the ongoing effort many elderly people face to keep warm every night** during the colder months of the year.

The appeal provides care packages to help older people who may have to choose or limit the use of heating in order to afford other necessities like food and electricity.

Now in its third year, United Way Glenelg's goal is to deliver 200 care packages to the doors of older people with the help of money raised during the appeal.

Nicole Carr, United Way Glenelg executive officer is just one person who will spend the evening only using a blanket and a hot chocolate to keep warm.

"Winter often places additional pressures on households, especially vulnerable older people," she said.

"Giving the community the chance to create a lived experience albeit for a short period of time, generates an understanding of the struggles facing many living in the Glenelg Shire," Ms Carr said.

"We're encouraging students, service clubs, CEOs, in fact, everyone in the community to get behind the appeal. All we're asking for is a donation of \$10 per person or you go to our appeals' page and specifically select how you wish to give the gift of warmth."

"As an added incentive any donation made during the launch will be matched up to \$10,000 thanks to United Way Glenelg's Lewis Court Fund," concluded Ms Carr.

United Way Glenelg will keep the community informed of the progress of the launch with live updates throughout the evening on both Facebook and Instagram.



Donations can be made by going to the winter appeal campaign page <https://www.unitedwayglenelg.com.au/get-involved/give/winter-appeal/> or scan the QR code.

Each care package is valued at \$100 and contains basic food, toiletries, reading material, an activity, grocery voucher, blanket and socks. A new addition to the packages will be a local coffee card, enabling older people to come together and connect during the long winter days.

*Photo: Executive officer Nicole Carr prepares for a cold night on Friday 1 April for United Way Glenelg's Winter Appeal launch - Turn off the heat.*

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