

## **Sign up for the Norfolk Celebrates Age COMPETITION in association with the East of England Co-op**

**Tell us what you are doing that brings Norfolk people of school age and retirement age together to be in with a chance of winning a share of our £5000 prize fund.**

As part of the Norfolk Celebrates Age activities, the East of England Co-Op is supporting a major new competition to recognise and reward innovative community projects that bring people of school age and retirement age together.

We are looking for submissions from schools or youth groups and communities of older people, either living in the community or residential care homes, to come together to share their life experiences and talents - whatever that might entail.

### **PRIZES provided by East of England Co-op**

There is a first place cash prize of £2000 for the best overall submission with two further runners up prizes of £1000 each. In addition, working as part of the national dementia-4-schools programme, we are providing a special £1000 prize for the best submission involving schools or youth groups and people living with dementia.

Willie Cruickshank of the Norfolk Celebrates Age Judging Panel said,

"We really want people to use their imagination when coming up with novel ideas for doing fun and rewarding activities that involve people of all ages coming together. The scope of the competition is deliberately broad.

"From traditional activities like gardening, baking, knitting and performing to more contemporary ones like digital photography and computing, the list of possible intergenerational project ideas is endless. There is something out there to suit absolutely everyone.

"And don't worry if you only have one half of the intergenerational partnership - we will help match you with another half from organisations in your local area."

Sharon Harkin, from the East of England Co-Op, says,

"As well as looking for new and innovative ideas, in considering who to select as winners, the panel will be picking out projects that have the potential to be shared with others and rolled out across the county. We are interested in projects that involve people from hard to reach parts of the community; and those that have involved more than just a one-off event.

"The East of England Co-Op are particularly keen to see projects that involve people living with dementia and we are delighted that there is a special prize for this category."

To find inspiration for the sort of activities you might want to consider doing, see examples of pioneering projects that are already underway in an exhibition at the Norfolk Celebrates Age event, at The Forum from 29 Sep to 2 Oct.

**Registration website opens on Friday 2 October 2104**

**Entries Close on 1 April 2015**

**Short List announced on 1 May 2015**

**Winners announced on 25 May 2015**