

#SeeAndBeSeen



Make your day a success!

Download a **free** Action Day Activity Pack from our website to help you make your own day a success.

Visit [AgeWithoutLimits.org](https://www.AgeWithoutLimits.org)

Take part
in Action Day
on 20th March

Age without
limits
action day

Free exhibition

Challenging ageism: See and Be Seen



Join us at the Age Without Limits Action Day on 20th March and See and Be Seen!

**Now Building, Outernet
Tottenham Court Rd**

**Runs 20 - 23 March
Doors open at 11am**

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#AgeWithoutLimits

Just 25% of TV ads feature characters aged 50 or over, despite making up nearly 40% of the UK population.

**It's time to
#SeeAndBeSeen**

**Join us on
20th March**

and help make
the invisible visible
this Action Day

Visit AgeWithoutLimits.org



**without
limits**

action day

**Why does
representation
matter?**

**"You can't
be what you
can't see"**

Marian Wright Edelman

It's time to
#SeeAndBeSeen

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Why is representation important?

How ageing is represented impacts our everyday perceptions and interactions, shaping how we relate to older people and influencing how we view our own ageing.

Join us in challenging ageism on Action Day on 20th March and #SeeAndBeSeen

Over 50% of people think older people are less visible in society

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One week to go!

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**Ageing and
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Age

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Today is the day!

Share how you are
challenging ageism
this Action Day.

#SeeAndBeSeen

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