

**Celebrate  
ageing.  
Challenge  
ageism.**

**11 June  
2025**

**Activity  
pack**

**#AgeWithoutLimitsDay**





**Age Without Limits** is the Centre for Ageing Better's campaign to challenge ageism for the benefit of us all as we grow older. The Age Without Limits campaign runs activities across the year to change how we all think and act about age and to challenge ageism.

We all have a role in making this happen. Together, we can create a society where age is celebrated, and where everyone, regardless of their age, can lead a life of dignity, respect, and opportunity. Age Without Limits Day is a brilliant chance to get involved - thank you for taking part.

If you have any questions about the day, please visit our website [AgeWithoutLimits.org](https://www.AgeWithoutLimits.org) or email [information@AgeWithoutLimits.org](mailto:information@AgeWithoutLimits.org)

**"This activity was such a great idea. It really has made my day and made me feel positive."**

Participant in an arts session creating scrap books and sharing photographs and stories in Bury, Age Without Limits Day 2024.

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**SECTION 1**

# Why Age Without Limits Day?

**Age Without Limits Day** is a moment for us all to come together and take action to end ageism - as individuals, with friends and family, in our communities and in our workplaces. Together we can tackle ageism for the benefit of everyone who experiences it, now and in the future.

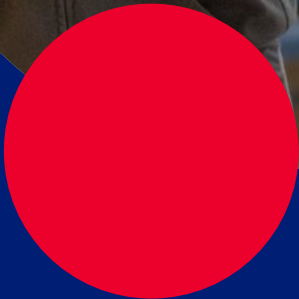
Take part in Age Without Limits Day on 11 June 2025 and you will be part of making change happen. This year our theme is **Celebrate ageing. Challenge ageism.** We want to celebrate the value and contributions we all make throughout our lives and share people's diverse experiences of growing older. Getting older can have its challenges, but being treated negatively because of our age should never be one of them

So, join us on Age Without Limits Day. This is our moment to reclaim pride in ageing - to challenge the stereotypes and biases that fuel ageism.

**Let's celebrate ageing and challenge ageism.**



Enjoy the day and please  
share your activity on  
social media using  
**#AgeWithoutLimitsDay**



SECTION 2

# Why we need to challenge ageism

Ageism limits everything from our worth to our work, our health to our happiness. We need to change the way we think about ageing.



Ageism is the **most widespread form of discrimination** in the UK.



Half of people over 50 in England **have experienced age discrimination in the last year.**



At least a third of people **hold ageist beliefs.**



Older job applicants are **less likely to be hired** and once employed, are less likely to receive training.



Ever think or say: **'I'm too old for that', 'I'm having a senior moment', 'Not at my age'?** Ageism affects how we feel about ourselves and limits our lives and opportunities.



In some cases, **older people receive different medical treatment** because of their age or don't seek help for medical problems because they assume they are a normal part of ageing.

# Effects of ageism

We asked over **1000 people who had experienced at least one form of ageism since turning 50** how it impacted their lives. This is what they told us...



Almost **two thirds** reported being **treated or spoken to negatively** from others because of their age since turning 50.



It happens to them in **employment, as a consumer, in health and social care settings**, and in **social and leisure settings**.



The real-life impacts are felt in many ways. People not taking part in social activities, **not thinking positively about or setting goals for their futures**.

**SECTION 3**

# Activity ideas

## **Ready to be part of Age Without Limits Day?**

Here are some ideas for the day, whether you are on your own or part of a group - but do get creative and find ways to get involved that mean something to you and your community.

**Get our free Age Without Limits Day activity materials, including conversation starters, posters, participation badges, postcards and more [here](#).**





# Quick and easy actions for everyone



## Wear your age with pride

The years we've lived and all our experiences are part of what makes us who we are. Too often ageism leads us to commiserate, not celebrate, our years. So, this Age Without Limits Day, wear an age badge - celebrate with pride. You can use our stickers at events so everyone can make their own age badge, celebrating their years no matter how old they are, or add a digital badge to your social media channels.



## Continue the celebration

What will you do to celebrate your age today and throughout the year? It could be continuing a hobby that you love, or even taking up something you've always wanted to try. In doing so you'll challenge negative assumptions about what we are able to or want to do as we age.



## Start conversations

Use our conversation starters and help to challenge ageism in our [everyday lives](#), [our communities](#) and [in our workplaces](#).



## Spread the word

Use our downloadable posters and put them in places you know locally - whether that's the gym, your workplace, or favourite café (with permission!).



## Post on social media

Share your story on social media using [\*\*#AgeWithoutLimitsDay\*\*](#). Use our [age-positive image library](#) to share inspiring photos.

## Group activities

Running an event in your local area is a great way to celebrate ageing and challenge ageism.

Below is a list of activities you could run on or around the day. We have further information to help you prepare, promote and run your event on [our website](#).



### Celebrate all of your years

As a community or group you can celebrate your collective years, and the diverse experiences you share between you. You could choose to mark the day celebrating your combined years rather than as individuals. Add your group's collective years to one of our posters and make a pledge to continue the celebration through the years.



### Celebration pledge wall

Set up boards or a wall at your event where people can use postcards to write a commitment of something they will do to celebrate their age. It's a great way to spark conversations about ageing and ageism - and keep the action going after the day. Share photos of the wall and inspire people beyond those at your event.

**"We achieved our goal which was to have conversations with the public to get them talking about ageism and ageing."**

Elizabeth Griffin, Friendly Communities Officer at Leeds Older People's Forum, Age Without Limits Day 2024.

**If you are running an event which is not funded via our micro-grant programme, we would love to hear about it.**

Please email [information@agewithoutlimits.org](mailto:information@agewithoutlimits.org) with a brief description (no more than half a sheet of A4) detailing where your activity is taking place, what time and what you're doing. If your event is open to the public, please state if you are happy for us to promote the location, date and time on our website and share it via our social media channels so that people who read about it can also attend.



### **Conversation and celebration**

A cuppa and a slice of cake is a great way to bring people of all ages together to talk and to listen to what it means to celebrate ageing. **Use our conversation starters** to help get people talking, and to explore perceptions of age.



### **Quiz**

Why not help everyone get clued up on why ageism matters, and the impacts on people's lives? Ask your group to **take our quiz** and find out where and how people over 50 experience ageism. Or if you're already organising a quiz for your community, you could add a round focused on ageism using our **facts and stats**.



### **Walk and talk**

Combine getting outside with a bit of chatter and arrange a walk and talk event for people in your community. It doesn't have to be far, and do consider others' mobility needs when planning your event. **Conversations can be a powerful step** in challenging negative stereotypes and questioning the way ageing or older people are talked about.



### **Storytelling sessions**

Host a storytelling event where older people in your community have an opportunity to share their life stories and experiences. Make this an event for all ages - where everyone can share their experiences whatever life stage they're at. Storytelling can create meaningful connections between people and can show the impact that ageism can have on people's lives. **Get inspiration** from people who have shared their stories and think about ways you could share experiences of ageing and ageism at your event.



### **Run a fashion show**

How we dress is one area where those of us who are over 50 are often overlooked and judged. So, a fun way to celebrate ageing is to embrace wearing what we want, whatever our age. Why not get in touch with a local shop or department store to see if they will take part? You could photograph and film it - or get local media down to report on it.

**“[The fashion show] was something that no one had done before, and residents felt it matched the theme. It was an opportunity to challenge ageism and celebrate older LGBT+ people, who can often feel even more isolated and invisible.”**

Bob Green OBE, Head of Operations at Tonic Housing, the UK's first LGBT+ affirming retirement community, Age Without Limits Day 2024.



## Host a film viewing

Older age groups are under-represented on our screens, particularly older women and older people from minority ethnic backgrounds. You could organise a film viewing for your local community featuring your favourite older actors, or films that tell a different story about ageing. Allow time after the film for people to discuss its themes or explore why we don't have more older characters, and their stories, told through TV and cinema.



## A photo exhibition or competition

Can you use a local venue like a library, café or train station, to showcase photos by, or featuring, older age groups? Display portraits and stories of older people, and feature quotes about their experiences of ageing. If you're short on time, you could choose some photos from [our image library](#) and display them in a public space alongside some [facts about ageing](#) to help start conversations about ageism and the need to challenge it.

**You can get more inspirational ideas for hosting events to challenge ageism and embrace positive ageing on our website.**

**SECTION 4**

# Materials to download and print

Use our **[free materials to promote your event](#)** and get people talking on the day.

Other materials, including bunting and stickers are available with our printed activity pack. To register, for a pack please **[sign up here](#)**. Please note we have a limited number available. Packs will be sent in May, roughly one month ahead of Age Without Limits Day.



**[Download the materials from our website](#)**

## Posters

Use these to inspire people to celebrate ageing and challenge ageism. You can use them at any events, and you could also put them up in local cafés, libraries or your workplace - just make sure to get permission before putting them up.



## Poster that you can adapt to promote your event

Use this to promote your event or activity. Simply write the details about what you're doing in the empty space so everyone can get involved.



## Postcards

Hand these out at your event as a way to break the ice and start conversations. People can use them to send messages to friends and family, saying how they pledge to celebrate ageing and challenge ageism not just on 11 June but throughout the year.



## Conversation starters

Our conversation starters give you tips and ways to talk about this often complex topic. Use these to find a way to discuss ageism at your event or activity and give these out so people can pass the message on.



## SECTION 5

# Social media

Social media can be a useful part of your event. Online events and social media can be fantastic ways to get involved.

### Before your event

Social media is a great tool to let people know about your event or activity. Post regular updates in the lead up, giving your followers all the necessary details (venue, time, parking access etc). We have created a [participation badge](#) so you can let your followers know you are taking part in Age Without Limits Day and encourage them to get involved too.

### On the day

Use our social posts to get the word out. You can share our images in your posts to make them more engaging. Get social media images, including a digital age badge, in different formats [here](#). Make sure to use the hashtag **#AgeWithoutLimitsDay** when posting. Alternatively, you can repost our messages. We'd also love to share events from around the country and get the whole nation talking. So please, tag us using our social media handles:



[@AgeWithoutLimitsOrg](#)



[@AgeWithoutLimit](#)



[facebook.com/AgeWithoutLimitsOrg](https://facebook.com/AgeWithoutLimitsOrg)



[linkedin.com/company/ageing-without-limits](https://linkedin.com/company/ageing-without-limits)



[@agewithoutlimits.bsky.social](#)



## Tips for social media



### **Make it engaging**

Use photos and videos in your posts.



### **Tell a story**

It's human stories that make your posts interesting, so focus on the people. Why not film some short clips of the people at your event? Don't forget to get their permission before filming and posting.



### **Use a hashtag**

Use #AgeWithoutLimitsDay wherever you're posting about your activity.



### **Ask people to do something**

Whenever you post, think about what you'd like people to do. Share? Tell their friends? Start a conversation?



### **Build momentum**

Start sharing before the day and keep posting on the day to keep the buzz going.



**Find out more**

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

Email **[information@AgeWithoutLimits.org](mailto:information@AgeWithoutLimits.org)**