



Information for **older women** participating in #CardiganPride

About #CardiganPride

Cardigan Pride is an important show of solidarity with older women, and an invitation for older women to be visible and proud of who they are and the contributions they make. The project aim is to combat the disrespect and inequalities older women face.

The symbolism of the Cardigan

In early 2024, we explored representations of older women in popular culture and found significant ageist/sexist disrespect. One small example is the term Granny, which is now used to describe older women as greedy, fussy, irritating - and cardigan wearing. We need to raise awareness of the ways older women are represented and we need to build a culture of respect for older women. That's what #CardiganPride sets out to do.

How to participate

We are asking service providers, community groups and families around the country to host a #CardiganPride event – understanding the inequalities for older women and wearing a cardigan as a show of solidarity and respect.

We welcome older women sharing images wearing a cardigan and sharing these online with the project hashtags #CardiganPride and #OlderWomenCount. Please also email us a copy

More information

- Project Coordinator Dr Catherine Barrett 0429 582 237 or director@celebrateageing.org
- Project webpage: celebrateageing.com/cardiganpride