

OLD IS BEAUTIFUL

Overview

Join Us!

National Exhibition of
#OldisBeautiful
portraits.

Participate as a
service, community,
group or individual.

1st Sept - 1st Oct, 2024

More information at:
[celebrateageing.com/
beautiful](https://celebrateageing.com/beautiful)



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Importance

The importance of #OldisBeautiful

The #OldisBeautiful Campaign combats ageism by reclaiming *Beautiful* to include older people. It involves workshops, photographs and messages about what beautiful means to older people.

The workshops help older people protect themselves against internalised ageism. The portraits of older people and their messages about what beautiful means to them are shared with the community to combat cultural forms of ageism. An exhibition of the portraits will take place in Sept-Oct 2024.

Ageism destroys lives and communities and pitches generation against generation. Research shows internalised ageism is so bad for our health it can reduce life expectancy by 7.5 years. Health costs in USA are \$68 billion annually and \$850 billion in workplace discrimination.

Join us in the fight against ageism - for an older person you care about, or for your future self.

celebrateageing.com/beautiful

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Participation

Participate

The #OldisBeautiful Campaign Kit Against Ageism has been designed for services and councils. Participation includes:

- **Host a workshop:** register for the Campaign Kit, which has all the information you need on hosting a Campaign and participate in the exhibition
- **Join the launch:** an online link will be sent for launch event 1st September
- **Host an exhibition:** consider printing portraits and post in public spaces to maximise exposure - and share online
- **Share a selfie:** share a selfie with the hashtag #OldisBeautiful if you are 65 years+
- **Support the Campaign:** contact us thru website if you are interested in supporting the campaign.

Celebrate Ageing Ltd is a Charity. A small registration fee for the #OldisBeautiful Campaign Kit will help fund the Campaign. More info: celebrateageing.com/beautiful