

# Social Security Minister signs final Christmas card in campaign to fight loneliness

Vintage Vibes received over 1,500 card requests from all over the world

Social Security Minister Jeane Freeman has signed the final Vintage Vibes Christmas card as volunteers deliver cards to lonely over 60s across the city.

Edinburgh-based Vintage Vibes launched its Christmas card campaign with the support of Edinburgh-born celebrity Gail Porter. The Christmas card campaign encouraged people to send free personalised Christmas cards to the Vintage Vibes VIPs (lonely over 60s) to help tackle loneliness this Christmas.

1,500 cards were requested from locations as far afield as Canada, Switzerland, Ireland, Wales and England. This far exceeded the expectation of 200-300 cards.

Heather Allen, Service Co-ordinator, Vintage Vibes, says: "The campaign has been an incredible success. Even now we are receiving requests from people who want to get involved. It's been such a positive experience to discover that so many want to help – from individuals to businesses, politicians and even schools!"

Edinburgh is the loneliest city in the UK for over 60s, with 11,000 being always or often alone and two in five people who expected that the TV as their main form of company over the Christmas period.



On Wednesday 20th December Social Security Minister Jeane

Freeman had the honour of writing the final card of the campaign at The Scottish Parliament.

Ms Freeman said : “This time of year can be difficult for people who feel alone. Vintage Vibes’ campaign is a reminder that doing something simple, like sending a Christmas card can make a huge difference. I’d like to congratulate them for their work to address and raise awareness of such an important issue and encourage all of us to remember our older friends, relatives and neighbours over the festive period and throughout the year.”

Vintage Vibes is a charitable partnership between LifeCare Edinburgh and The Broomhouse Centre and Enterprises and aims to take a fresh approach to helping Edinburgh’s lonely and isolated over 60s by providing friendship and support that is personalised to their needs and interests. Following the success of their Christmas campaign, they will be launching a new campaign in January to encourage people to make New Year’s resolutions to help tackle loneliness.