

In your email this week ...

- Alliance member **Finerday** has produced two short videos giving a short overview of their work (free, e-accessible social community networking). Links are attached below for you to view:

<http://www.youtube.com/watch?v=z7vdub3dgao> This second video shows some of the FinerdayHealth screenshots:

<http://www.youtube.com/watch?v=bth1hwwrXTw>

- **British Gas Announces that Charities are now able to make referrals under the Share the Warmth initiative.**

In February, Alliance member **British Gas** announced that individuals and voluntary organisations could receive £50 simply by making successful referrals under the "Share the Warmth" initiative. Details provided on the link:

<http://www.britishgastoday.co.uk/articles/share-the-warmth-terms-and-conditions>.

Now the scheme has been extended to charities, and British Gas now need interested parties to confirm their interest. Charities will need to provide two contact names and email addresses, plus full postal address and telephone number(s) to the following email addresses: Christine.Tate@britishgas.co.uk
Mirka.Potrykus@britishgas.co.uk

British Gas will liaise with the contacts from each charity to:

- Provide the telephone number and the media code for charities to give to their clients who would like to take up the offer and phone into British Gas
- Provide Logos and artwork for branding
- Set up the payment process for the £50 referrals

Please see attachment which explains the proposition and the process.

- Alliance member **Go ON Adopt** invites us all to adopt a local care home or social housing scheme to help residents to connect online. www.go-onadopt.org. Please also visit *Our Yesterday* – the free reminiscence and memories website. It contains a newsletter and engaging videos for older people to use on their own, with family or in group sessions. One county council is already mandating *Our Yesterday* as part of their quality activities programme for older people. www.ouryesterday.org

- Alliance member **Keele University** would like to make known the next in the Academy / ESRC/ British Library series of public debates, entitled "Growing older Something to fear or celebrate?" and will take place on **Tuesday 12th June** 6.30pm until 8pm at the British Library in London.
<http://www.acss.org.uk/Bulletins/2012%20April%20/webpages/MandRJune.htm>

Kind regards

Age Action Alliance Secretariat

