



## Press Release

October 24, 2025

### **Gift collection for older people this Christmas**

Generous Fenland residents are again being called upon to donate gifts for older people this Christmas.

Donations will be distributed at a community event for over 60s to ensure all visitors have at least one gift this festive season.

The Golden Age Christmas Appeal ran for the first time last year and saw more than 200 older people presented with gifts.

The appeal is a collaboration between Fenland District Council and Head to Toe, the official charity of Cambridgeshire and Peterborough NHS Foundation Trust, which provides district nursing care for older people and those with long-term conditions and mental health services, together with the Trust's 'How Are You Fenland?', which encourages people to get active, learn new skills and be creative.

Cllr Sam Clark, Golden Age team leader, said: "Golden Age events are all about bringing light, support, comfort, opportunity and vitality to people in later life.

"The Christmas appeal was so well supported last year and gave visitors of our Golden Age December event something extra special.

"We thank everyone who supported the appeal last year and send gratitude in advance to anyone who feels able to support it again to show our older residents how valued they are."

Golden Age fairs are free and open to anyone interested in services, support and opportunities for over 60s.

Dozens of service providers and charities have stands promoting services related to finances, legal issues, carers, independent living, housing, volunteering, social activities, transport, wellbeing and more.

Visitors can stroll the stands, chat to stallholders and they also get free tea or coffee and cake and a goodie bag.

The Christmas gift appeal launched last year. It was inspired by a 2023 event visitor who revealed the goodie bag items would be the only gift she received that year.

Donations to the Christmas appeal will be given to visitors attending the December event.

Any leftover donated gifts will be passed on to healthcare professionals in Fenland to give to vulnerable older people.

Present drop-off points are at:

- Wisbech, March, Chatteris and Whittlesey libraries
- Tesco Extra, in Cromwell Road, Wisbech
- Tesco Superstore, in Hostmoor Avenue, March.

New and unwrapped items accepted only. Suggested donations are books, chocolates / sweets / biscuits, gloves / hats / scarves, socks, toiletries and small gifts such as diaries and mugs. Perishable goods and alcohol cannot be accepted.

- Donations will be accepted up to and including Monday, November 24.
- The December Golden Age event will be held Friday, December 12, 10am to 1pm, at GER Sports Club, Robingoodfellows Lane, March, PE15 8HS.
- Discover more about Golden Age fairs at [www.fenland.gov.uk/goldenage](http://www.fenland.gov.uk/goldenage)

**Ends**

**Photo:**

Donate today! Jack Avison (How Are You Fenland?) and Hayley Mears (Fenland District Council) with appeal gifts last year.