



Press Release

December 18, 2025

Record attendance at festive event for older people

Generous donations given by the Fenland community have been distributed to older people at a free festive event which saw an unprecedented turnout of visitors.

Gifts given to the Golden Age Appeal were given to visitors to the December Golden Age event, this year held in March town.

Individuals, organisations and community groups donated gifts, money and support to enhance and pack goodie bags given to visitors at the event.

Cllr Sam Clark, Golden Age team leader, said: "We're so incredibly grateful to everyone who supported the Golden Age Appeal and all those who have supported the Golden Age events for so many years.

"The Golden Age events are now in their 22nd year and they couldn't happen without all the partners who come along.

"This is the second year we've run the gift appeal to enhance the goodie bags and so many individuals, organisations and community groups got behind it to help show Fenland's older people how cherished they are. A huge thank you to them all."

A record-breaking turnout of 340 visitors enjoyed festive cheer at the event and were able to stroll stands to gather information on opportunities, services and support available to over 60s in Fenland. There was music from 'Fenland's Choir' and, as always at Golden Age events, free refreshments.

A total of 45 service providing organisations were represented, offering chats and information.

Visitors to all Golden Age events, which are held at venues across Fenland four times a year, get a goodie bag.

This was the second year running that the Golden Age Christmas Appeal has been held to enhance goodie bags for Christmas. The appeal was inspired when a guest three years ago said the simple goodie bag would be her only Christmas gift.

The Golden Age Christmas 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.

This year, once again, Tesco in March and Wisbech and libraries across Fenland acted as donation points. Hundreds of gifts were donated by the people of Fenland.

Anglian Water provided gift bags and volunteers to write on cards and help with sorting and parceling up the gifts. Rotary Club of Wisbech donated £500. Puzzler Magazine again donated puzzle books. A raft of community groups handmade gifts and cards.

Several community groups and partner organisations provided volunteers to help with special collection days at the Tesco stores and gift wrapping.

Particular mention goes to FACET charity, which provides opportunities for adults with disabilities, for support with wrapping and on the event day.

Cllr Clark said: "It's a true demonstration of the kindness and generosity of Fenland's community. A massive thank you for every single donation."

For details of the next Golden Age event see: fenland.gov.uk/goldenage

Ends