

**FOR IMMEDIATE RELEASE: MONDAY 7<sup>TH</sup> SEPTEMBER 2009**

Contact: Anna Passingham 020 7241 8523 (out of hours Caroline Bernard on 07760 191579 and Stephen Burke on 07714 334510)

**ELDERCARE WEEK 7-13 SEPTEMBER 2009: NATIONAL CHARITY COUNSEL AND CARE PROMOTES ITS HIGH QUALITY ADVICE AND INFORMATION FOR WESTMINSTER RESIDENTS**

Today (7.09.09) marks the start of the third annual ElderCare Week, organised by Counsel and Care, the national charity working with older people, their families and carers to get the best care and support.

Counsel and Care is promoting its high quality advice and information service for older people, their families and carers during the week, including the benefits offered to residents of Westminster, since the launch of Counsel and Care's partnership with Westminster City Council and Westminster PCT at the beginning of the year.

This national awareness week aims to highlight the complex range of care and support issues facing older people and how they and their families can get the best advice and plan ahead for the future.

Local Westminster residents can contact Counsel and Care for advice on a huge range of issues affecting older people by calling the Advice Line on 0845 300 7585 or by logging on to its website at: [www.counselandcare.org.uk](http://www.counselandcare.org.uk). The Advice Service is available to all residents in Westminster aged 60 and over and their carers, and is equally relevant whether people are paying for their own care, are

supported by Westminster City Council, or simply have questions on possible future care and support needs.

Local groups are encouraged to host events to mark ElderCare Week, and these events can be advertised on Counsel and Care's website and to regional media.

Stephen Burke, Chief Executive of Counsel and Care, said:

"ElderCare Week aims to contribute to the Government's current Big Care Debate about the future of care and support in this country.

"Many of Counsel and Care's enquirers tell us that until they came across our advice service, they were at a loss as to how to go about arranging care for their loved ones in old age.

"ElderCare Week is designed to raise awareness of the challenges that many of us will face when we need care, and to discuss ways in which the care system can be reformed."

**-ENDS-**

## **NOTES TO EDITORS**

1. To notify Counsel and Care of a local event, email Anna Passingham, Senior Policy and Communications Officer, on [anna.passingham@counselandcare.org.uk](mailto:anna.passingham@counselandcare.org.uk) or call on 020 7241 8523.
2. For more details on Counsel and Care's work with local authorities email Helen Finch, Development Officer on [helen.finch@counselandcare.org.uk](mailto:helen.finch@counselandcare.org.uk) or call on 020 7241 8534.

3. Media requesting further information regarding Westminster City Council should contact Cherie Willers on 020 7641 2259 or email [cwillers@westminster.gov.uk](mailto:cwillers@westminster.gov.uk)
4. **Counsel and Care** is a national charity working with older people, their families and carers to get the best care and support. Advice on issues affecting older people and carers can be obtained by calling 0845 300 7585 or emailing [advice@counselandcare.org.uk](mailto:advice@counselandcare.org.uk).
5. **Counsel and Care's Advice Service** opening hours are 10am-4pm Monday-Friday except Wednesday afternoons.
6. More information about Counsel and Care can be obtained from [www.counselandcare.org.uk](http://www.counselandcare.org.uk)