

— THE —
OCTOBER CLUB

2021



THE CARES FAMILY

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“Even before the pandemic, two in five people over 65 said the TV was their main form of company. 17% of older people hadn’t spoken to a friend or relative for a week; and 11% for a whole month. But loneliness doesn’t just affect older people. Millions of young people also say they feel alone every single day. Indeed, in recent years, young people have been shown to be the loneliest age group in British society.

During the course of the pandemic, our loneliness crisis has only deepened. One in four adults reported feeling lonely in November 2020. Young people were forced to work or study at home; pubs and gyms were shut; millions of social engagements cancelled. Meanwhile, older people were forced to ‘shield’ from society to protect their physical health, while experts pointed to a mounting ‘mental health crisis’ that could deepen the loneliness crisis even further.

The Cares Family was established in 2011 to tackle this modern blight. It brings older and younger people together to engage in mutually beneficial relationships and shared experiences – in groups and one-to-one. These relationships are shown to reduce loneliness and build connection. The national charity remains rooted in local places: having started in north London, it now also operates in south London, east London, Manchester and Liverpool.

With that experience and the support of The October Club, The Cares Family is seeking to turn a ripple of connection in to a wave – to work with more people in some of the fastest changing communities in the country; and to support people in their own communities to bring the generations together where they are.

We're so excited about that opportunity to make a once-in-a-generation difference after the pandemic.”

Alex Smith, Founder/CEO, The Cares Family

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ADVERTISEMENT INFORMATION

Wednesday 13th October 2021, The Savoy, London

If you would like to advertise in this years October Club Dinner Programme please email narinder@theoctoberclub.co.uk specifying your preferred from the options below:

Back cover full colour @ £5,000 image area 277mm x 190mm

Inside front cover full colour @ £2,500 image area 277mm x 190mm

Inside back cover full colour @ £2,500 image area 277mm x 190mm

Full colour A4 portrait full page @ £1,500 image area 277mm x 190mm

Full colour A4 landscape half page @ £1,000 image area 136mm x 190mm

Full colour logo only – 1/8 A4 page @ £500 image area 65mm x 92mm

An invoice with payment instructions will then follow, please note the spec requirements and where to send your advert:

Supply artwork as follows and mark the file The October Club:

FTP: ftp.europe.dg3.com

Email: europe.customerservice@dg3.com

Username: FTPGuest

cc: david.willison@dg3.com

Password: guest1

cc: narinder@theoctoberclub.co.uk

Any files over 20mb should be sent via FTP. Any problems please call the printers direct on 020 7531 0500 and ask for David Willison.

ARTWORK TO BE RECEIVED BY NO LATER THAN FRIDAY 24th SEPTEMBER 2021