

## PRESS RELEASE

### Active Ageing by the Glam Gran Way

**Lions Befriender Service Association (Singapore), 23<sup>rd</sup> September 2005 -**

A day of glamour and pampering by Lions Befrienders and make-up artists, hair-stylists, masseurs and photographer whose service would otherwise be usually rendered to the young. The Glam Gran project is an expression of appreciation and care. It can help change perception towards ageing – One can still be active and graceful at 60 (& over).

2 A community project by Lions Befrienders, Glam Gramp 2005 seeks to promote active ageing among the seniors. Contrary to the notion that vanity is a woman's prerogative, 6 out of the 18 elderly participants are men, defining active ageing with a new twist.

3 The spirit of volunteerism and human kindness fuelled this activity. When asked why initiate this community project, a volunteer replied "I was inspired by my grandmothers who have the luxury of being ferried to and from their beauty parlours. I wanted to make this available to other elderly."

4 This project saw an Australian volunteer putting together airbrush make-up for the seniors. Hair-styling will be done by Mr Ben Goh, the owner of Estique hair salon. Therapists from Eucalyptus Day Spa & Training Academy will also pamper the elderly with massages. This project embodies kindness and love while connecting people from all walks of life, of all age and races.

5 The Lions Befrienders took over the Befriending Programme from the then Ministry of Community Development in 1995. It is the only voluntary welfare organization that reaches out to the lonely elderly via an island-wide Befriending Programme and Outreach Programme. Currently, it has about 1,044 registered volunteers befriending over 3,000 elderly.

#### **Glam Gran Project 2005**

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**Date: 29<sup>th</sup> September 2005 (Thursday)**

**Time: 3pm – 4.30pm**

**Venue: Mei Ling Neighbourhood Link  
Blk 150 Mei Ling Street  
#01-53 Singapore 141150**

You and your photographer/camera crew are cordially invited to the above event.

Please confirm your attendance by 5.00pm, 28 September 2005

**For all queries, please contact:**

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