

'Grey Pride', a nationwide campaign by Anchor to petition calling on the British government to appoint a Minister for Older People, today's society can seem increasingly focused on youth, with the celebrities adorning the front-covers of our magazines - and the sportsmen and women on the back-pages - seemingly getting younger with each passing year.

Cultural and political agendas have also grown to be dominated by younger issues and research Anchor have carried out, which they will be publishing over the coming months, indicates that significant proportions of Britain's young adults believe that those over the age of 60 are less productive, slower, and should make way for younger people to enter employment.

Anchor don't believe that this perception of age is accurate and are concerned that society's focus on youth has come at a significant cost, with many older people being marginalised and regarded as over-the-hill and believe that growing older can be a time of great opportunity, achievement, and excitement.

Despite making up 40% of voters, there is no government minister representing older people. As it stands, older peoples' issues are spread across various government departments. Anchor feel strongly that what is really needed is a single minister to prioritise the needs of our growing demographic, making sure that their views and interests receive the attention they deserve.

Many governments around the world, including Ireland and Canada, have such a minister, but the UK continues to lag behind. It is high time we followed suit. Both Wales and Northern Ireland have appointed an Older People's Commissioner, but all older people living in the UK deserve ministerial representation.

That is why Anchor are asking you to sign their petition, they want to reclaim growing old as a positive experience, and break down the barriers preventing older people living happy, fulfilling lives.

To sign the petition "Call on the Government to Create a Dedicated Minister for Older People", [click here](#)