



PR 2: 7.7.25

Calling sponsors and participants for York's only festival dedicated to the over 50s!

York 50+ Festival Saturday 20 September to Wednesday 1 October 2025

Excitement is building as plans for the York 50+ Festival come together, and York Older People's Assembly (YOPA) and Age UK York are thrilled to invite local people and organisations to be part of it! Don't miss your chance to get involved - the deadline to join the inspiring 50+ programme is **21 July**, so please don't delay!

This Festival is a celebration of York's vibrant community - a chance to challenge ageism and shine a spotlight on the energy, creativity, and incredible contributions of older people. Let's make it unforgettable—together!

This unique 10-day event features an exciting mix of talks, performances and social activities. Celebrating its 20th anniversary, the festival theme is ***Celebrating and Connecting*** and offers a fun social event where 50+ individuals, along with their friends and families, can explore available offers and enjoy free or low-cost activities.

How to help us make a difference - How to get involved?

Put on activities and gain valuable publicity

We welcome events both large and small from all groups and individuals who want to "accentuate the positive" of being over 50. All events go in the Festival Programme and copies are available from early September. Get your group to offer an event for the Festival and take an advert in our booklet and reach thousands of people over 50 in and around York but remember the deadline for adverts is 21 July so please don't delay. Application forms can be found [here](#).

Sponsor the Festival

Sponsoring a particular event or activity for this year's Festival offers a great opportunity to demonstrate your business's community engagement and goodwill to increase your



brand awareness, and strengthen relationships with attendees, potential customers and community leaders. We would love your organisation to join us as a new sponsor this anniversary year!

We've been delighted to welcome a range of sponsors on board so far - from local solicitors and charities to retailers - but there's still room for more! If you'd like to get involved, take a look at our [sponsorship pack](#) and see how you can be part of something special.

Volunteers / shop displays

Any other in-kind support your organisation could offer, for example providing volunteers, venue space or hospitality would also be most welcome and help us to deliver a truly memorable programme.

As part of the celebration, eco-friendly leaves will be created by groups young and old to symbolise growth, connection and wisdom. Get involved in making leaves for display in your shop/organisation's window during the 10-day exhibition trail around the city. You'll find a Leaf Template on the web page resources section.

The festival embraces the UN designated International Day of Older People (IDOP) and runs from **Saturday 20 September to Wednesday 1 October**, with a Day of Celebration and Central Parade in York on Saturday 27 September.

The activities will include an exciting mix of talks, performances and social activities, alongside a ten-day exhibition trail in popular venues across York city centre. Activities are spread out across the wider geography of York, delivered by local groups, businesses and organisations and are accessible to all.

PROGRAMME

York 50+ Festival: International Day of Older People Celebration - Saturday 27 September

09.30-10.30	Silver Swans masterclass plus mini ballet	York Theatre Royal Studio Theatre
11.00-12.00	York Playback Theatre performance	York Theatre Royal Studio Theatre
10.30-16.00	Music Performances including Musical Connections, Nicola Betts and Vanessa Simmons	St Helen's Square
13.00-15.00	Celebration Parade	Convene York Theatre Royal
14.30-15.00	Parade is received by the Lord Mayor. A creative happening takes place with music and dancing	St Helen's Square
15.00-17.00	Celebration continues with refreshments	St Sampson's Centre, Church Street
15.00-16.00	Tai Chi demonstration and participation	Museum Gardens

10-day exhibition trail - Saturday 20 September to Wednesday 1 October 2025

- Around the city, shop-front spaces (and more) with stories from groups of elders in our many creative voluntary groups
- Films in public places telling elder's stories

Final celebration event - Wednesday 1 October 2025

- With performances, music and refreshments

Next steps

- Get involved either as a volunteer, sponsor or putting on activities
- See YOPA website for everything you need www.yorkassembly.org.uk/50-festival-2025/
- Or email us yorkfiftyplus@gmail.com
- See social posts and through partner organisations.



Ends

About [YOPA](#)

York Older People's Assembly (YOPA) is an independent local charity which has advocated for, celebrated and supported older people across York and North Yorkshire since 2001. We are an organisation of older people, for older people and we work to achieve full citizenship for diverse older people across and within the wider community.

We aim to:

- Represent the views of older people in York to decision makers locally and nationally.
- Inform older people about services that are available.
- Identify where needs are not being met.



- Work with the local authority and others to make York an age-friendly city
- As part of the 50+ Festival, this is the third year in which YOPA has successfully led a city-wide collaborative for International Day of Older People.

About Age UK York

Age UK York is an independent local charity which has been working in the local community to help older people for over 50 years. We have 100 dedicated staff and over 400 volunteers helping us to deliver services and activities for older people in York. Age UK York provides free, confidential and impartial information and advice on a range of issues relating to older people and those who care for and support them.

We offer a wide range of services to older people in York to enable them to live better lives. This includes information and advice, benefits and money advice, befriending services, carer respite service, Day Clubs and Home From Hospital support. All our work is aimed at improving the lives of older people in York. Age UK York encourages older people to speak out about local and national issues. We are here to make more of life in York.

About the International Day of Older People

Each year on October 1, people across the world mark United Nations International Day of Older People to raise awareness of opportunities and challenges faced by ageing populations, and to mobilise the wider community to address challenges faced by older people. The theme for 2025, is the role older people play in creating resilient, sustainable societies.

