

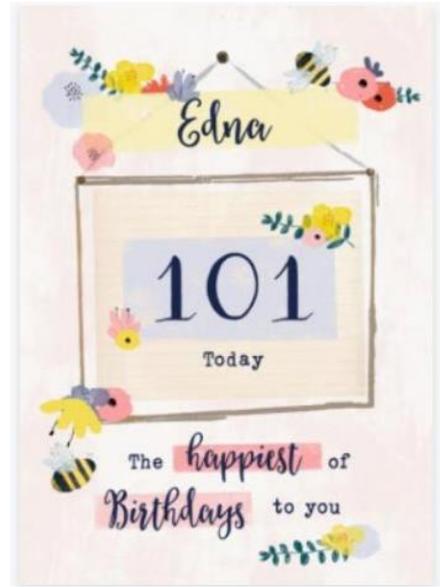


## MOONPIG CREATES PERSONALISED CARD TO HELP EDNA CELEBRATE HER 101ST BIRTHDAY

Following a [plea](#) to the nation to help Edna Clayton celebrate her 101st birthday in style, Moonpig has released an exclusive personalised card for people to send with profits going to charity\*.

The plea from Glasgow care home [Hector House](#) came after staff found out Edna spent her 100th birthday alone with no visitors, and no celebrations, which is why this year on **31st January**, staff want to make it a birthday to remember.

The new card from [Moonpig](#) has been created in Edna's honour so people can send it straight to her door. Profits from the card (with a cap of up to £15,000) will be donated to [Independent Age](#), a charity which provides free support for older people, to help them continue living life independently, as well as relieving loneliness in later life.



You can find the specially designed Moonpig card to send to Edna [here](#) with prices starting at £3.29 for standard size, £4.99 for large size and £7.99 for giant size. Or for more card inspiration for Edna you can find the rest of the Moonpig range [here\\*\\*](#).

**Catherine Carson, Card Planning Manager at Moonpig said:** *“Our mission at Moonpig is to help people connect and create moments that matter, so when we heard about Edna’s story, we knew we had to get involved. Chloe Allum in our in-house team designed this lovely card for Edna, with the hope that we can contribute to a more heartfelt celebration this year. By donating the profits from this card, we hope that Independent Age can make a difference in more people’s lives so they don’t have to be lonely on their birthday or any day of the year.”*

**John Palmer, Director of Policy and Communications at Independent Age said:** *“We were extremely moved by Edna’s story and everyone at Independent Age would like to wish her a very happy 101st birthday. The pandemic has isolated people and made it harder for loved ones to get together for important events. Sadly even as we emerge from the latest restrictions, we know many older people*



*up and down the country will still spend their birthday alone, but the money raised through these cards could enable us to support those in later life experiencing loneliness."*

**Angela Todd, Manager at Hector House said:** *"Both myself and Edna have been overwhelmed by the response. So far, we have received nearly 5,000 cards. Edna has been so touched and this has made her so so happy. We would like to thank each and every person who has reached out to her and made this very special lady so happy. She deserves everything coming her way as she has spent her life putting everyone else first."*

Hector House is inviting anyone who wishes to write a card for Edna's birthday on 31 January to send it to Hector House, 2 Hector Road, G41 3RL.

If you are an older person in need of support or advice Independent Age can assist via their free to call Helpline on 0800 319 6789.

To find out more about the important work Independent Age is doing to help combat loneliness for older people, please visit their website [here](#).