

'How to Age Well' seminar coming to Páirc Uí Chaoimh, Cork on October 17th

**Free community event will be delivered by leading Irish expert on ageing
Professor Rose Anne Kenny at Páirc Uí Chaoimh from 7:00pm - 9:00pm**

3 October 2019: Did you know that ageing starts in your 30s? That friendship and a good social life is as important as low cholesterol for heart disease? That optimists live longer? That retirement outcomes are better if people plan and are prepared for this life stage? That quality of life continues to get better after 50 for almost another 30 years? These nuggets of knowledge, and much more, will be shared at a regional seminar in Páirc Uí Chaoimh in Cork organised by the GAA and The Irish Longitudinal Study on Ageing (TILDA), supported by Irish Life.

The content of the 'How to Age Well' event is based on evidence obtained from TILDA, and other international research, and will be delivered by Professor Rose Anne Kenny of Trinity College, a world-renowned authority in ageing research and Principal Investigator of TILDA. The event on October 17 at 7:00pm is being coordinated by Cork GAA's Health & Wellbeing committee and supported by Irish Life and is open to all interested members of the public.

Former dual star, four time All Ireland winner and Hurler of the Year 1977, Denis Coughlan is the local ambassador for the event, and will be in attendance at the seminar.

Speaking ahead of the event, Denis Coughlan said: *"I am delighted to be involved as a local ambassador with the 'How to Age Well' seminar in Cork as it's a brilliant initiative. This collaboration between the GAA, TILDA and Irish Life is a fantastic way to educate yourself on healthy ageing. It is no surprise to me the contribution social and community connections can have on positive ageing. The GAA has provided me and many of my generation with a social network that has allowed us to stay connected and be part of something bigger than ourselves. The local GAA organisation in Cork understands the importance of supporting people to live healthier lives, and this seminar is the perfect way for the wider community to learn more."*

Over 8,500 people aged 50 and older were randomly selected to participate in the TILDA research and continue to be repeatedly interviewed and examined regarding many aspects of their lives including happiness, physical and mental health, financial circumstances, quality of life, and perceptions of ageing. The Cork event will highlight themes including the importance of exercise, diet, social connectedness, purpose, and location.

Prof. Rose Anne Kenny said: *"TILDA is one of the most important research studies in Ireland which helps to better understand why bodies and brains age and how we can best ensure long and prosperous lives, for today's adults and for future generations. TILDA represents one in every 156 people aged 50 and over in Ireland. This unique partnership with the GAA and Irish Life ensures that research from TILDA and other international studies is quickly*

communicated to all age groups. We, at Trinity College, are very excited about taking this new knowledge out to the Irish people. The information is relevant to everyone, young and old."

Jim Daly, Minister of State at the Department of Health, said: *"I'm delighted to welcome the 'How to Age Well' seminar to Cork. As well as a growing population, we also have an ageing one, making it even more important that we understand how we age so that we can support people to age well. It is a key part of the Department of Health strategy to enable and assist older people to lead active lives in their communities for as long as possible. I would like to compliment TILDA, the GAA and Irish Life for organising these seminars, which provide a valuable resource in making ageing a fulfilling experience."*

TILDA benefits from support from Irish Life through its corporate social responsibility arm, as does the GAA's Healthy Club project, which involves Cork clubs such as Clonakilty, Macroom, Newtownshandrum, Cobh, Killeagh, Castlehaven, St. Finbarr's, and Midleton.

Speaking about the 'How to Age Well' initiative, David Harney, CEO Irish Life, said: *"Change can be daunting for many but at Irish Life we are committed to helping people embrace change across all life-stages. With life expectancy in Ireland at 81 years, we want to ensure that people fully enjoy the years approaching and beyond retirement."*

"We have been a long-term supporter of TILDA and their vision of making Ireland the best place in the world to grow old. We are dedicated in making every community in Ireland healthier and happier and believe that the GAA's support of the 'How to Age Well' seminar series will bring valuable healthcare information to the wider community and help people of all ages, but particularly those over 50, to embrace change in their physical, emotional and social lives."

To register for the event please go to: <https://bit.ly/2mJn8rt>

Or you can ring TILDA on 01-8964120 to reserve a place. Walk-ins on the night also welcome. For more information contact Séamus Hogan of the GAA Community & Health Department on seamus.hogan@gaa.ie or 01-8192937.

For media information or to request an interview please contact:

Claire Rowley, Drury | Porter Novelli, claire.rowley@drurypn.ie, 087 269 5014

GAA ambassador Denis Coughlan and Professor Rose Anne Kenny are available for interview in advance of the seminar.

Note to editors:

The Irish Longitudinal Study on Ageing (TILDA) is a large-scale, nationally representative, longitudinal study on ageing in Ireland, the overarching aim of which is to make Ireland the best place in the world to grow old. TILDA collects information on all aspects of health,

economic and social circumstances from people aged 50 and over in a series of data collection waves once every two years.

The **GAA Community & Health Department** aims to ensure that the health and wellbeing of members, clubs, and communities is at the core of all GAA activity. Its mission is to empower the Association to enrich the lives of our members' and the communities the GAA serves. This is achieved by providing all units and members of the Association with access to appropriate support and information.

Irish Life is a founding supporter of TILDA since 2006 as part of the company's Corporate Social Responsibility Programme. The other funders of TILDA are Atlantic Philanthropies and Dept. of Health.

Established in 1939, Irish Life is Ireland's leading life and pension company. Irish Life is committed to delivering innovative products backed by the highest standards of customer service and, as part of the Great-West Lifeco group of companies, one of the world's leading life assurance organisations, Irish Life has access to experience and expertise on a global scale, allowing the company to continuously enhance its leading range of products and services.